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Trends & Opportunities Abroad 1988

American Demographics
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Inc.

Written by Denise Rusoff

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Definition of terms

Age-dependency ratio: The number of persons aged 0 to 14 and 65 and over per 100 persons aged 15 to 64.

Daily calorie supply per capita: The total caloric intake per person per day. The statistic is calculated by dividing the calorie equivalent of the food supplies in an economy by the population.

Enrollment in secondary education: Total secondary-level enrollment (for persons of all ages) divided by the population in official secondary-school ages. A specific age group is not specified here (as it is for higher education) because official secondary-school ages vary from country to country.

Infant mortality rate: The number of infants less than one year of age who die per one thousand live births in a given year.

Lifetime births per woman (total fertility rate): The number of children that a woman would bear if she lived to the end of her childbearing years and bore children at each age according to the age-specific rates in that country.

Median age: The age that divides a population into numerically equal parts of younger and older persons. For example, a median age of 25 years indicates that the number of persons under age 25 equals the number who have already celebrated their twenty-fifth birthdays.

Metropolitan areas: For metropolitan areas with more than 2 million inhabitants, population size was estimated for 1985 by the Center for International Research of the U.S. Bureau of the Census, and refers to population clusters of contiguous area with a population density of at least 5,000 persons per square mile.

Metropolitan areas under 2 million: For metropolitan areas with fewer than 2 million inhabitants, population size was obtained from various international sources, and the latest available data were used. Whenever possible, the population of the entire metropolitan area is shown. However, some figures refer to cities proper. Consequently, the coverage of these data (in terms of density and geography) may not be strictly comparable to that for areas with populations over 2 million.

Major data sources

Data presented in this volume were provided by the Center for International Research (CIR) of the U.S. Bureau of the Census. A majority of the data came from the CIR International Data Base (IDB), including the tables on pages iv to viii. All population data in the first statistical section of each country's "Take a quick look" pages are projected for 1988 by the CIR. Data from other sources represent the latest available year. These sources are listed below.

Female labor force participation rate is for the population aged 15 to 64. Data were obtained from the *ILO Yearbook* and the International Data Base.

Percent literate refers to the population over age 15. Data were obtained from UNESCO.

Percent of the labor force in agriculture, manufacturing, and services was obtained from The World Bank's *Development Report 1987.*

Population per nurse was obtained from The World Bank's *World Development Report 1987.* Data are circa 1981. IDB data were used only when The World Bank had very old or no data. IDB data refer to all types of auxiliary health personnel.

Rates of contraceptive use were obtained from the *UN Wallchart* and the International Data Base.

School enrollment rates were obtained from UNESCO 1987.

Unemployment rates were obtained from the ILO, OECD, *International Marketing Data and Statistics, 1986/87.* Unemployment rates are for 1985 wherever possible, or the latest available year.

How they line up

The most populous

Countries ranked by population size, 1988 (in thousands)

USA: 246,043

1.	China (Mainland)	1,088,169
2.	India	816,828
3.	USSR	286,435
4.	Indonesia	184,016
5.	Brazil	150,685
6.	Japan	122,626
7.	Pakistan	107,467
8.	Mexico	83,528
9.	Philippines	63,199
10.	Germany, West	60,980
11.	Italy	57,455
12.	United Kingdom	56,936
13.	France	55,798
14.	Thailand	54,589
15.	Turkey	54,168
16.	Egypt	53,348
17.	Korea, South	42,773
18.	Spain	39,210
19.	South Africa	35,094
20.	Argentina	31,533
21.	Canada	26,088
22.	Yugoslavia	23,580
23.	Kenya	23,342
24.	Peru	21,269
25.	Taiwan	20,004
26.	Venezuela	18,776
27.	Sri Lanka	16,640
28.	Germany, East	16,597
29.	Malaysia	16,398
30.	Australia	16,260
31.	Saudi Arabia	15,452
32.	Netherlands	14,716
33.	Chile	12,638
34.	Portugal	10,388
35.	Greece	10,015
36.	Belgium	9,881
37.	Sweden	8,393
38.	Tunisia	7,738
39.	Austria	7,577
40.	Switzerland	6,593
41.	Hong Kong	5,651
42.	Denmark	5,126
43.	Finland	4,950
44.	Norway	4,191
45.	Ireland	3,532
46.	Puerto Rico	3,359
47.	New Zealand	3,343
48.	Costa Rica	2,888
49.	Singapore	2,645
50.	Luxembourg	366

How they line up

Having the most babies

Countries ranked by crude birth rate, 1988 (births per 1,000 population)

USA: 15.3

Rank	Country	Rate
1.	Kenya	51.5
2.	Pakistan	43.2
3.	Saudi Arabia	38.2
4.	Egypt	37.4
5.	Philippines	34.8
6.	Peru	34.3
7.	South Africa	31.8
8.	India	31.2
9.	Venezuela	30.6
10.	Brazil	30.6
11.	Turkey	30.4
12.	Tunisia	29.3
13.	Indonesia	29.1
14.	Costa Rica	27.9
15.	Mexico	27.9
16.	Malaysia	26.5
17.	Thailand	24.6
18.	Sri Lanka	22.4
19.	Chile	21.4
20.	Argentina	20.6
21.	Korea, South	20.5
22.	China (Mainland)	19.4
23.	USSR	18.8
24.	Puerto Rico	18.8
25.	Taiwan	16.9
26.	Singapore	16.3
27.	New Zealand	15.9
28.	Australia	15.5
29.	Yugoslavia	15.4
30.	Ireland	15.0
31.	Portugal	14.5
32.	Canada	14.5
33.	France	13.6
34.	United Kingdom	13.4
35.	Germany, East	13.4
36.	Hong Kong	13.4
37.	Spain	13.1
38.	Netherlands	12.7
39.	Finland	12.5
40.	Norway	12.5
41.	Belgium	12.1
42.	Austria	12.0
43.	Greece	11.9
44.	Japan	11.9
45.	Sweden	11.7
46.	Luxembourg	11.5
47.	Switzerland	11.5
48.	Denmark	11.2
49.	Italy	11.0
50.	Germany, West	10.6

How they line up

The youngest

Countries ranked by their share of youth, 1988
(percent of population aged 0 to 14 years)

USA: 21.49

1.	Kenya	51.51
2.	Pakistan	43.10
3.	Egypt	42.54
4.	Philippines	40.77
5.	Peru	39.83
6.	Mexico	38.82
7.	Venezuela	38.76
8.	Tunisia	38.73
9.	South Africa	38.20
10.	Indonesia	37.67
11.	Brazil	37.56
12.	Turkey	37.39
13.	Saudi Arabia	37.04
14.	India	36.89
15.	Costa Rica	36.17
16.	Malaysia	35.68
17.	Thailand	33.64
18.	Sri Lanka	33.05
19.	Ireland	31.97
20.	Chile	30.29
21.	Argentina	30.04
22.	Puerto Rico	29.18
23.	Korea, South	28.73
24.	Taiwan	28.16
25.	China (Mainland)	27.25
26.	USSR	26.02
27.	New Zealand	23.38
28.	Yugoslavia	23.35
29.	Singapore	23.21
30.	Australia	22.73
31.	Portugal	22.38
32.	Hong Kong	22.10
33.	Spain	21.68
34.	Canada	21.06
35.	France	20.45
36.	Greece	20.00
37.	Japan	19.79
38.	Germany, East	19.51
39.	Finland	19.36
40.	Norway	18.95
41.	United Kingdom	18.75
42.	Netherlands	18.33
43.	Belgium	18.20
44.	Italy	17.74
45.	Austria	17.60
46.	Sweden	17.53
47.	Denmark	17.39
48.	Luxembourg	16.99
49.	Switzerland	16.79
50.	Germany, West	14.71

How they line up

The oldest

Countries ranked by their share of the elderly, 1988
(percent of population aged 65 years and over)

USA: 12.34

1.	Sweden	17.94
2.	Norway	16.30
3.	United Kingdom	15.52
4.	Denmark	15.47
5.	Germany, West	15.34
6.	Switzerland	14.92
7.	Austria	14.79
8.	Belgium	14.31
9.	Italy	13.97
10.	Luxembourg	13.65
11.	Greece	13.62
12.	France	13.55
13.	Germany, East	13.17
14.	Finland	13.02
15.	Netherlands	12.63
16.	Spain	12.61
17.	Ireland	12.45
18.	Portugal	12.04
19.	Canada	11.12
20.	Japan	11.07
21.	Australia	10.74
22.	New Zealand	10.71
23.	USSR	9.12
24.	Yugoslavia	8.93
25.	Argentina	8.91
26.	Puerto Rico	8.66
27.	Hong Kong	8.29
28.	Chile	5.89
29.	Taiwan	5.67
30.	China (Mainland)	5.49
31.	Singapore	5.47
32.	Sri Lanka	4.92
33.	Korea, South	4.46
34.	Tunisia	4.39
35.	Turkey	4.34
36.	South Africa	4.28
37.	Mexico	4.10
38.	Costa Rica	4.06
39.	Pakistan	4.05
40.	Brazil	4.01
41.	Thailand	3.91
42.	Malaysia	3.84
43.	Peru	3.65
44.	Venezuela	3.58
45.	India	3.39
46.	Philippines	3.30
47.	Egypt	3.28
48.	Indonesia	2.76
49.	Kenya	2.09
50.	Saudi Arabia	1.86

How they line up

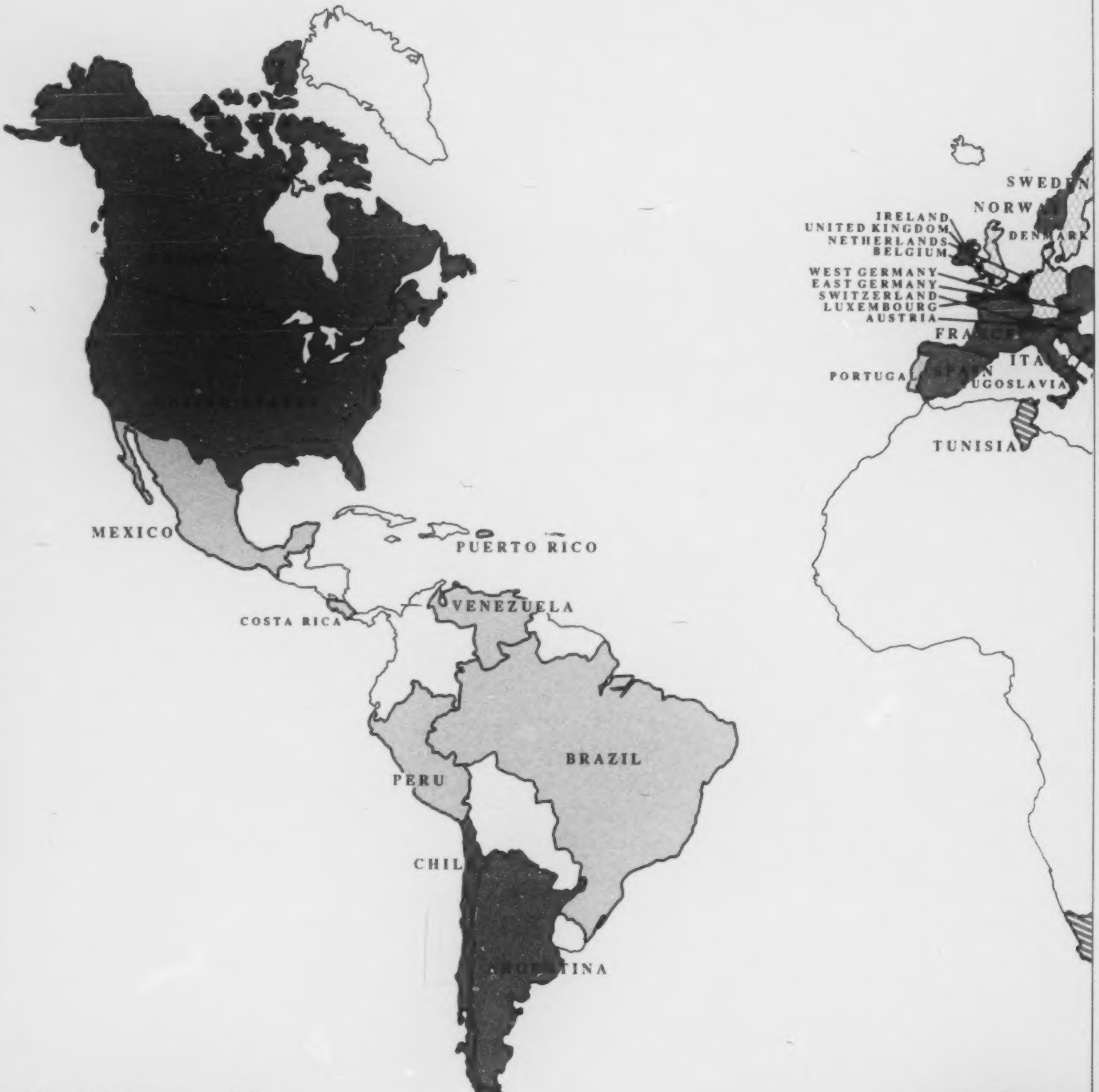
Where life is longest

Countries ranked by expectation of life at birth of total population, 1988 (in years)

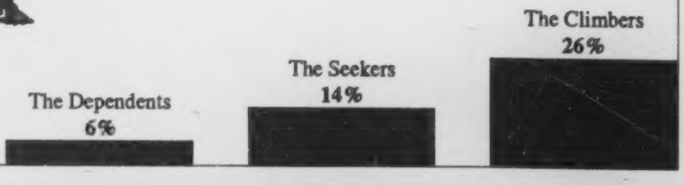
USA: 75.3

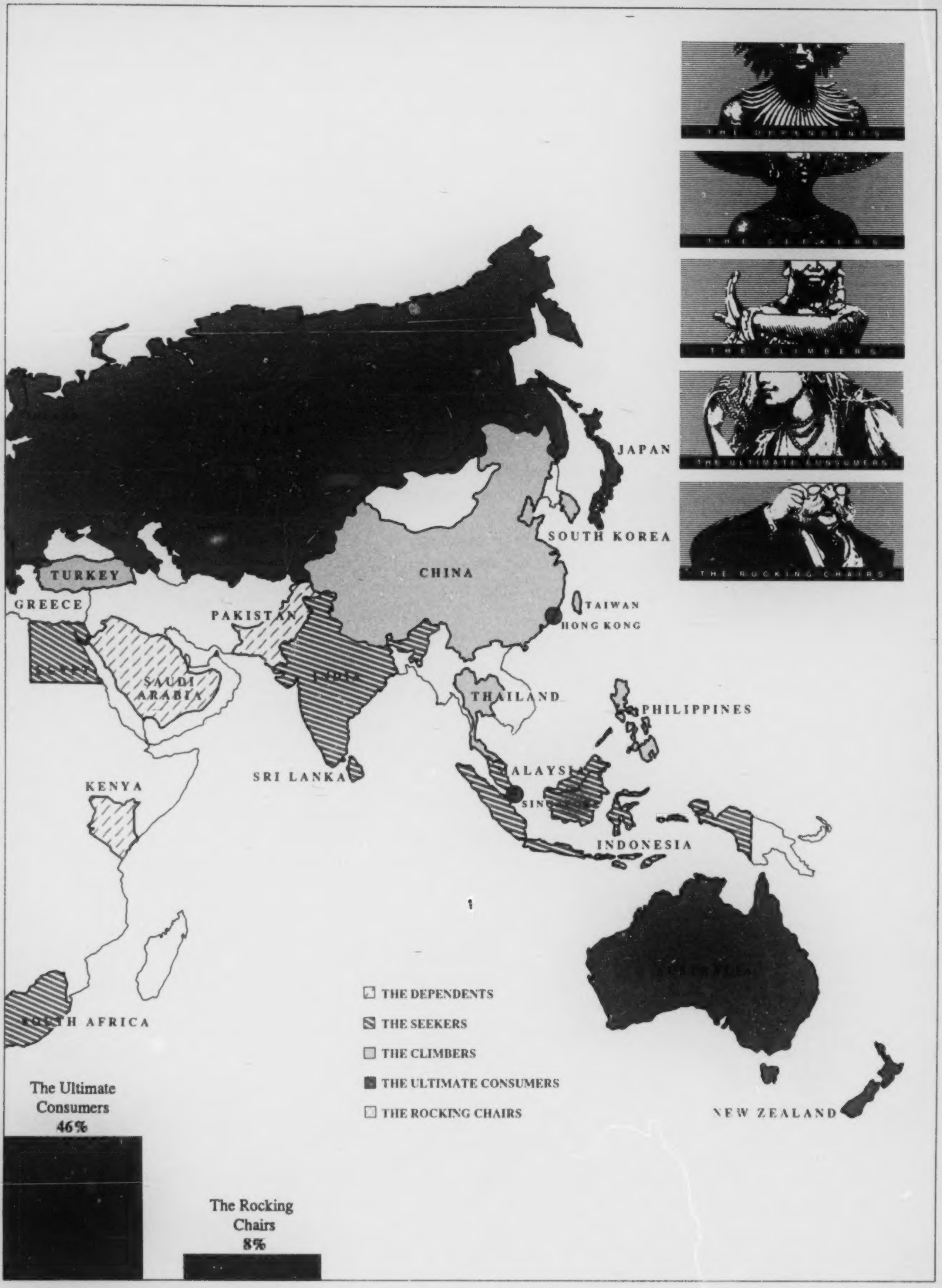
1.	Hong Kong	78.0
2.	Switzerland	78.0
3.	Japan	77.8
4.	Sweden	77.3
5.	Canada	77.1
6.	Spain	77.1
7.	Netherlands	77.0
8.	Greece	77.0
9.	Italy	76.7
10.	Norway	76.6
11.	Australia	76.1
12.	Germany, West	75.8
13.	France	75.7
14.	Costa Rica	75.5
15.	Austria	75.4
16.	Belgium	75.4
17.	Denmark	75.3
18.	United Kingdom	75.1
19.	Finland	75.0
20.	New Zealand	75.0
21.	Puerto Rico	74.9
22.	Luxembourg	74.5
23.	Ireland	74.4
24.	Portugal	74.0
25.	Singapore	73.6
26.	Taiwan	73.2
27.	Germany, East	72.7
28.	Yugoslavia	71.6
29.	Chile	71.3
30.	Sri Lanka	70.4
31.	Argentina	70.4
32.	Mexico	69.7
33.	Venezuela	69.4
34.	Korea, South	69.0
35.	Tunisia	68.9
36.	USSR	68.9
37.	China (Mainland)	68.8
38.	Brazil	67.0
39.	Malaysia	67.0
40.	Philippines	65.6
41.	Thailand	64.8
42.	Saudi Arabia	64.1
43.	Turkey	63.6
44.	Peru	61.5
45.	South Africa	61.1
46.	Kenya	60.6
47.	Egypt	59.3
48.	Indonesia	58.4
49.	India	56.9
50.	Pakistan	53.9

The Country Clusters--where are they?


CANADA
UNITED STATES
MEXICO
PUERTO RICO
COSTA RICA
VENEZUELA
PERU
BRAZIL
CHILE
ARGENTINA
SWED
NORW
DENMARK
IRELAND
UNITED KINGDOM
NETHERLANDS
BELGIUM
WEST GERMANY
EAST GERMANY
SWITZERLAND
LUXEMBOURG
AUSTRIA
FRANCE
PORTUGAL
SPAIN
ITA
YUGOSLAVIA
TUNISIA

The Country Clusters--who dominates?




THE DEPENDENTS
THE SEEKERS
THE CLIMBERS
THE ULTIMATE CONSUMERS
THE ROCKING CHAIRS
JAPAN
SOUTH KOREA
CHINA
TAIWAN
HONG KONG
TURKEY
GREECE
PAKISTAN
EGYPT
SAUDI ARABIA
INDIA
THAILAND
PHILIPPINES
SRI LANKA
MALAYSIA
SINGAPORE
INDONESIA
KENYA
SOUTH AFRICA
AUSTRALIA
NEW ZEALAND
▨ THE DEPENDENTS
▨ THE SEEKERS
▨ THE CLIMBERS
■ THE ULTIMATE CONSUMERS
☐ THE ROCKING CHAIRS
The Ultimate Consumers 46%
The Rocking Chairs 8%

A Country Cluster Overview

Grouping the world's nations into the two categories of "developing" and "developed" no longer works. The current dynamics of economics and global demographics render these categories too broad, and at times misleading.

To better understand consumer markets in today's world, *Trends & Opportunities Abroad, 1988* clusters the world's 150 largest countries according to their demographic and socioeconomic characteristics. The names of the five clusters—The Dependents, The Seekers, The Climbers, The Ultimate Consumers, and The Rocking Chairs—help identify the kind of consumer markets most commonly found in each country. The clusters give market researchers a quick method of targeting potential world markets for further research efforts.

The 50 countries included in this year's volume are considered potential markets. They are organized by cluster. Within each cluster, they are listed alphabetically. All data cited are the most current numbers available to *Consumer Markets Abroad.* All population estimates are the latest projections by the Center for International Research of the U.S. Bureau of the Census. For a list of all sources used, see the Appendix B, page 217. The most heavily used sources are listed in Major Data Sources, page iii.

For a listing of where other countries fit into the *Trends & Opportunities Abroad* clusters, see Appendix A, page 215. Only demographic and socioeconomic indicators are used to cluster countries. Other considerations, such as the political climate, are not taken into account.

HOW POPULATION TRENDS AFFECT MARKETS

Population trends can significantly influence economic activity. Over the next 14 years, changing populations will shape market behavior in important ways. For Seeker and Climber countries, anticipated growth in population and income mean expanding markets far into the future. For Ultimate Consumer and Rocking Chair countries, a proportionate increase in the aging population and a taste for sophistication will fuel the market. For Dependent countries—the poorest segment of the world economy—intensified efforts by the countries themselves, with greater assistance from the international development community, will help pull these countries up in the face of the relentless demographic pressure of skyrocketing population growth.

In the next 14 years, changing populations will shape market behavior in important ways.

The sheer size of the market in Seeker and Climber countries is enough to sustain high consumer demand. Given the predominance of youth and the ongoing rural-to-urban shift in those countries, demand will center on consumer durables for new families. A high proportion in each of these populations will enter their prime spending years. Construction, sanitation, power, telecommunications, and transport are expected to boom as young workers add pressure to urban job markets and housing.

Some Rocking Chair countries, such as West Germany, are already experiencing a natural decrease in their populations—

more deaths than births. Market growth in both the Ultimate Consumer and Rocking Chair countries is tuned to the rapidly aging segment of the population. The emphasis on quality and service in these highly industrialized countries will continue.

FOUR DEMOGRAPHIC FACTORS SHOW MARKET POTENTIAL

Four demographic factors help identify market potential—the average annual population growth rate, the average number of lifetime births per woman, the status of women, and degree of urbanization.

Countries not presently considered good potential markets look like this: they are growing very rapidly at an average annual population growth rate of about 2.5 percent or more. What's more, they will continue to do so, fueled by a high fertility rate of five or more lifetime births per woman. The status of women is low, with low labor force participation rates and low educational attainment. The urban population is concentrated in one city, which often holds from one-fourth to one-third of the country's entire population.

In contrast, countries with good market potential are growing more slowly, at a rate of 1.5 percent to 2.5 percent a year. They will continue to grow, but fertility is moderate, with women bearing 2.6 to 5 children in their lifetimes. The status of women is improving, with increasing numbers entering the labor force and gaining higher educations. Urbanization is spread throughout the country with several large cities instead of one mega-city.

Countries with mature markets are growing very slowly or stabilizing their populations. Only a few are actually declining in population. They are growing at an average annual rate of under 1.5 percent. Women bear 2.5 children or fewer in their lifetimes (approximately the number of births a population needs to just reproduce itself—2.1 lifetime births per woman).

Countries with mature markets are growing very slowly or stabilizing their populations.

THE DEPENDENTS

About 15 percent of the world's population—730 million people—live in The Dependents. The cluster includes 55 countries, two-thirds of which are in Africa. Nine of the countries are in Asia, six in the Mideast, and three in Latin America.

Dependent countries rely primarily on others for food supplies, for professional assistance in building infrastructure, and for educating their youth, especially at higher levels. Although these countries are making efforts to improve health and education, to slow population growth, to upgrade the status of women, and to increase access to family planning information and supplies, they are still far from reaching their goals.

Women in these countries commonly bear seven or eight children during their lifetimes. Infant mortality rates are high, primarily because of inadequate health care. To compensate for these high mortality rates, women bear many children, playing

THE DEPENDENTS

catch-up in an effort to secure their old age and increase the family labor force. Population growth rates are moderate, however, even though fertility is high, because so many infants die.

Since fertility is so high in Dependent countries, median age is relatively low. Median age hovers around 18. If infant mortality rates are controlled and fertility remains high, population growth in these countries will skyrocket.

Most of the Dependent countries are predominantly rural, with one or two large cities, no medium-sized cities, and hundreds of small, often tribal, villages.

Most of the Dependent countries are predominantly rural, with one or two large cities, no medium-sized cities, and hundreds of small, often tribal, villages. Would-be workers flock to the cities, placing relentless pressure on the limited urban job market and housing stock. Agriculture is the primary activity in most of the Dependent countries, and most women remain in the countryside to work. Women have little access to education and participate only marginally in the wage-earning sector of the economy.

The middle and upper classes in these countries are made up primarily of government officials, residents who have been educated outside of the country, and expatriates.

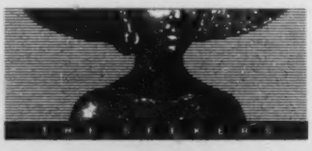
THE SEEKERS

This cluster includes 32 countries with a total population of about 1.2 billion people, or about 21 percent of the world's population. Thirteen Seeker countries are in Africa, six are in the Middle East, and seven are in Asia. India's 730 million people make this cluster the second largest of the five. The smallest Seekers are Qatar and Surinam; the largest, India and Indonesia.

In Seeker countries, women commonly bear five or six children in their lifetimes.

In Seeker countries, women commonly bear five or six children in their lifetimes. Infant mortality rates are below those of the Dependents, allowing women more leeway in considering family planning. The median age is in the high teens or early twenties. Life expectancy is slightly higher than in the Dependents—between age 50 and 60 for most countries. Concerted efforts are being made in many Seeker nations to improve health and education, slow population growth, upgrade the status of women by encouraging them to participate in higher education and in the labor force, and to increase access to family planning information and supplies. But some of these policies are still in their infancy, having been started in the 1970s. Consequently, many of these countries, especially the larger ones, have difficult choices to make.

Seeker countries are more evenly urbanized than Dependent nations, although some nations like India have large mega-cities coping with enormous demographic pressures. Urban growth is rapid in Seeker countries. However, attempts are being made in many nations to increase agricultural production and encourage people to stay on the farm or return to rural areas. Indonesia is the most striking example of a nation with this kind of policy.



THE CLIMBERS

Climber countries are on the move. The countries in this cluster are demographically the most important expanding markets in the world today. Middle-class segments of these populations are growing quickly, and great potential exists for new products and services, especially for the large groups of young adults just entering their prime spending years.

The Climber cluster includes 28 countries with 1.6 billion people, or about 38 percent of the world's population. China's population, in excess of 1 billion, adds significant numbers to this cluster. Only one African country appears in this cluster, along with six Asian, one Middle Eastern, fifteen Latin American, and five European countries. The smallest of the Climbers are Barbados and Martinique; the largest are China and Brazil.

Women in Climber countries typically bear three to five children. China stands out as a notable exception, with births down to nearly two children per woman. These women are much more likely to have attained at least an elementary school education and to participate in the workforce in some capacity other than farm work.

Because of the speed with which Climber countries have developed, populations must be compared by age group. Significant differences exist between the young and the old in literacy, educational attainment, professional achievement, and lifestyle choices. Regional differences can also be acute. In many Climber countries, modern cities with large middle classes and rural areas with extreme poverty exist side by side.

Significant improvements in health care have lengthened life expectancies and cut the death and infant mortality rates. Life expectancy is increasing, although the majority of people in Climber countries do not live to age 65. A steady improvement in life expectancy should continue through the 1990s, increasing the demand for such health-related services as dentistry and optometry. Medical accessories such as partial plates, glasses, and contact lenses should also be in high demand. In addition, pressure will also intensify with regard to pensions, as people increasingly wonder who will care for them in their old age.

Life expectancy is increasing, although the majority of people in Climber countries do not live to age 65. A steady improvement in life expectancy should continue through the 1990s, increasing the demand for such health-related services as dentistry and optometry.

Continued economic growth is characteristic of most Climber countries. Economic growth must keep pace with the persistent demographic pressures of large populations getting larger. Falling population growth rates will not remove the pressure for most of these countries until at least the beginning of the next century. Populations will increase before they stabilize because of the demographic momentum built into their large and youthful population bases.

This is especially true for the economically troubled Climber countries in Latin America, such as Peru and Mexico. Even Brazil and Venezuela will have to grow at a rapid pace just to tread water. In some Climber countries, such as South Korea and Taiwan, however, economic growth far exceeds the rate of population growth. These countires have experienced a dramatic increase in purchasing power.

Rapid population growth has mixed consequences. Some argue that rapid population growth is a stimulant for economic

THE CLIMBERS

growth; others see it as a deterrent. Nonetheless, rapidly growing populations lend urgency to the task of providing jobs and housing for large groups of young people entering their prime earning and spending years.

Many of these pressures are felt in expanding cities, which must make room for youthful job seekers in their formal labor forces, or relegate them to lower-paid jobs in the informal sector. They must also provide housing for newly forming families. Struggling cities include Brazil's São Paulo and Rio de Janeiro, Mexico's Mexico City, Peru's Lima, and India's Bombay and Calcutta. Many Climber countries are making concerted efforts to redistribute the population from one or two large cities into less populated areas. Investment outside the metropolitan areas is encouraged. Firms willing to locate in medium-sized cities may face better prospects for government approval.

THE ULTIMATE CONSUMERS

> ***The combination of smaller families and higher incomes, resulting from two paychecks per family, gives Ultimate Consumers more discretionary income.***

This cluster of countries is most familiar to North American, Japanese, and Western European consumer goods firms. The Ultimate Consumer countries constitute their primary market.

Thirty-three countries with a total population of nearly 1 billion people—one fifth of the world's population—fall in this cluster. Twenty-one of them are European countries, two are North American, four are Latin American, five are Asian, and one is Middle Eastern. No African country is included. Seven Eastern Bloc countries are included in this cluster because of their demographic characteristics, even though their market potential is limited to the West.

With reduced pressure to bear children as a means of old age security, labor force strength, or infant mortality insurance, Ultimate Consumer women rarely have more than two to three children in their lifetimes. Increased educational attainment and socioeconomic development encourage Ultimate Consumer women to participate in the workforce. The combination of smaller families and higher incomes, resulting from two paychecks per family, gives Ultimate Consumers more discretionary income.

Educational attainment is high. Almost all children attend school at least until they are 16 years old, and many further their education by attending college or a vocational/technical school.

Both men and women in the Ultimate Consumer countries commonly live to their early or mid-70s. Improvements in life expectancy in the next decade will be slight for this group compared to the strides that will be made in Climber countries.

Median age in Ultimate Consumer countries is above 30, and household formation years are at their peak. But by the mid-1990s, countries in this cluster will have strong middle age populations. Median age will rise to about 40 years, as elderly people represent an increasingly large proportion of the population.

Goods, services, and jobs are evenly distributed throughout Ultimate Consumer countries. Population shifts are moderate,

THE ULTIMATE CONSUMERS

and the size of cities and rural areas often seesaw from one census to another.

THE ROCKING CHAIRS

Rapid population aging is the specter haunting the four Rocking Chair countries—Denmark, West Germany, Sweden, and the United Kingdom. In all of these countries, the disproportionately large proportion of those over age 65 will become even more so in the near future. Such rapid aging will take its toll as shrinking numbers of workers will be forced to pick up the bill for increasing numbers of pensioners.

With only a total population of 131 million, or about 3 percent of the world's population, the Rocking Chairs might not seem worthy of so much attention. But because they are positioned at the crest of a very large wave soon to break—the aging of the rest of Europe and North America—these few countries serve as important examples of the methods by which a country handles the social tensions attending rapid population aging. In a sense, their actions will be harbingers of things to come.

The Rocking Chair countries are positioned at the crest of a very large wave soon to break—the aging of the rest of Europe and North America.

Women of the Rocking Chair countries have fewer than two children each. Couples are not even replacing themselves. Under these circumstances, population growth can only come through immigration—an unpopular though practical solution. The population of these countries will remain fairly stable or decrease slightly with fewer and fewer babies being born. As a result, the proportion of the elderly relative to the young will increase significantly.

As the more educated, more moneyed middle-aged people enter the ranks of the elderly, purchasing behavior of these mature households will change. Factors such as the methods of financing retirement, the need for sheltered housing, the costs of health care, and the level of government social security and support service expenditures need to be considered when looking at these markets.

THE ROCKING CHAIRS

THE DEPENDENTS

When looking at the four key demographic factors that help identify market potential, The Dependents fall behind other clusters.

Take Kenya, for example. The total fertility rate—or the average number of children a woman will bear in her lifetime—is well above 2.6 to 5 children per woman, the figure considered necessary to indicate that a country may be a good potential market. With the average woman bearing about eight children in her lifetime and with little prospect for change in the near future, the country shows small promise as a consumer market in this century. Just keeping up with the basic needs of a surging population will strain already limited resources. And Kenya's record-high population growth rate of about 4.2 percent per year is far above the 1.5 to 2.5 percent considered indicative of a good potential market.

Another important demographic factor in assessing market success is a country's pattern of urbanization—not only percent urban, but also the size of major cities and their distribution around the country. A country with good market potential has a city pattern similar to that of a large state in the U.S., with several large cities and many more intermediate-sized cities.

Kenya's urbanization pattern mirrors that of many other Dependent countries, with only one large city housing most of the country's urban population. Kenya's largest city, Nairobi, has approximately a million people: the second largest city houses only half as many people. Two other cities have more than 100,000 people, but most have 40,000 or fewer people. Fifty-seven percent of Kenya's urban population lives in Nairobi. And with insufficient industry to support the city, it lives off hinterland agriculture and foreign loans.

The status of women also tells a lot about whether a country has good market potential or not. With some exceptions, women in Dependent countries have little access to education and are not an integral part of the labor force except in rural areas where they work in agriculture. The economies of the Dependents are mainly agricultural, as compared with the largely industrial economies of the Climbers and the service economies of the Ultimate Consumers. Most of the Dependents are still struggling to become self-sufficient in food.

MEDIAN AGE LOWER THAN IN SEEKER NATIONS

Dependent countries usually have high infant mortality rates because sanitation is poor and a large percentage of rural inhabitants have little or no access to modern medical facilities or supplies. Women typically bear many children in an effort to secure their old age and increase the family labor force.

Because women bear many children to compensate for high infant mortality, the median age in Dependent nations is lower than in the Seeker and Climber nations. It is not unusual for nearly half the population of a Dependent nation to be under age 15, whereas many Seeker countries have a median age of 20 or 21, meaning that half of their populations are under that age.

TWO-THIRDS OF DEPENDENT NATIONS ARE AFRICAN

With high birth rates, only marginal lowering of fertility rates, and declining death rates, Dependent nations—most of which are located in Africa—have the demographic potential to explode. But all projections about Dependent nations need to be carefully considered in light of recent social, political, and economic trends in these countries. Projected increases for Dependent nations need to be tempered by realistic appraisals of how their populations are responding to demographic pressures. Africa's growth may well fall far below the projected mark as people are encouraged by official sources to practice family planning in response to ever-mounting demographic pressures and economies unable to cope with supporting their peoples.

Kenya

THE DEPENDENTS

Kenya's record-high population growth rate of about 4.2 percent per year places unrelenting demographic pressures on this Dependent nation. Its population of 23 million in 1988 is slated to nearly quadruple to 83 million by 2025. Reduced mortality rates and sustained high fertility rates (or the average number of lifetime births per woman) are the culprits. Kenyan women still average about 8 children each. By the time Kenya's population growth is expected to stabilize, the country will have almost six times its present population.

Kenya's population grew fully 41 percent between the censuses of 1969 and 1979, and its growth rate is increasing. The death rate dropped from 27 deaths per 1,000 in the early 1950s to 14 per 1,000 in the early 1980s, largely as a result of improved medical care. However, the average number of lifetime births per woman remained high, hovering around 8 births per woman during this entire period.

Such high fertility rates have resulted in an extremely youthful population. About 52 percent of Kenyans are under age 15. At present, the ratio of dependent children to producers is high. As these children become adults and move into their childbearing years, the population will grow at an even faster speed.

No relief is within sight. Fertility change has been negligible, even though the government has a family planning program. However, some change has been noted in the desired family size by ever-married women, which dropped by one child, from 7.2 children in 1978 to 6.2 children in 1984. Also, the percentage of currently married women using contraceptives went from 7 percent to 17 percent during the same period.

Experts foresee fertility dropping as women become better educated. This is an encouraging sign for Kenya—a country that has seen primary school enrollments jump from 50 percent to 95 percent for girls between 1970 and 1980. The Kenya Contraceptive Prevalence Survey of 1984 found that desired family size and fertility are lower and contraceptive use is higher among better educated women. Thirty-six percent of the surveyed Kenyan women who were married and who had nine or more years of schooling were currently using contraceptives, as compared to only 19 percent of their counterparts who had only 5 to 8 years of schooling.

> ***By the time Kenya's population growth is expected to stabilize, the country will have almost 6 times its present population.***

KENYA REMAINS LARGELY RURAL

About 85 percent of Kenyans live in rural areas. Urban areas are defined as those with more than 2,000 inhabitants. Because Kenya remains largely rural, traditional concepts of

*See the September 1982 issue of **International Demographics** for in-depth consumer information about Kenya. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

employment and labor force participation make no sense in analyzing this country.

About two-thirds of Kenya's population worked on farms in 1980. Only 12 percent of the population aged 15 and over, or about 1 million people, were employed in wage labor, as compared to only about 700,000 in 1971. One-quarter of all wage earners were employed in the agricultural and forestry industry in 1980, and almost half of those jobs were on coffee or tea plantations. Thirty-six percent of earners worked in community, social, and personal services, three-quarters of which were public sector jobs.

Manufacturing employed 14 percent of all earners in 1980. Construction, wholesale and retail trade, and transportation and communications each accounted for about 6 percent of employment. Mining, electricity and water, and financial services accounted for the remaining 5 percent of those employed in the wage-earning segment of the economy.

Construction, the fastest growing industry between 1975 and 1980, grew 51 percent. Financial services, including insurance, real estate, and business services, grew 48 percent; manufacturing grew 37 percent. Mining and quarrying were down, however, declining by 26 percent.

In 1979, Kenyans working in non-agricultural jobs earned an average of $159 a month; manufacturing, $148; mining and quarrying, $138; construction, $219; and agriculture (including wages and room and board), $56.

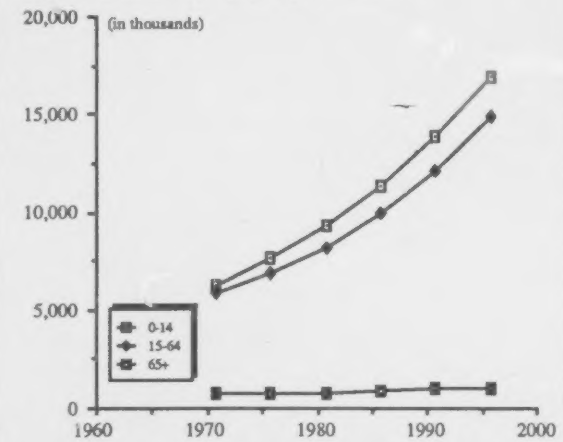
WHAT LIES AHEAD

Kenya is a country of great potential at the crossroads. In order to maintain the relative stability, freedom, and increasing prosperity that marked the country's post-independence experience under President Jomo Kenyatta the leadership must manage the economy with a delicate hand.

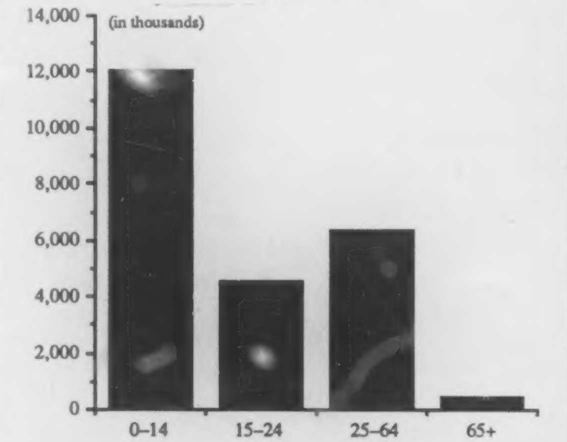
In the late 1970s, soaring world prices for tea and coffee—important Kenyan exports—made for an optimistic future. However, the more recent decline in prices has put Kenya in an awkward balance-of-payments position. Development plans made only a few years ago now appear financially unfeasible. The guidelines for the next five years—1983 to 1988—stress conservative fiscal policy and the need to live within constraints on foreign exchange and domestic resources.

The government is interested in improving agricultural production. It will emphasize technologies that increase the number of productive employment opportunities for unskilled labor while conserving capital, especially foreign exchange. Public works will emphasize local, small-scale projects. The private sector will most likely play a vigorous role in manufacturing and commercial activities. Demand for consumer goods will be strong, but foreign-exchange shortages may constrain imports.

Kenya: Population by age group, 1970–1995



Kenya: Population by age group, 1988



take a quick look at Kenya

POPULATION DATA FOR 1988

Total population | **23,342,000**
Rate of population growth, calendar year 1988 (percent) | **4.2**
Lifetime births per woman (total fertility rate) | **7.9**
Birth rate (births per 1,000) | **51.5**
Death rate (deaths per 1,000) | **9.3**
Population under 15 (percent) | **51.5**
Population aged 65 or over (percent) | **2.1**
Median age | **14.4**
Percent of all women in fertile age group (aged 15–49) | **41.4**
Population density (number of persons per square kilometer) | **40**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **58 / 63**
Infant mortality rate (number of deaths per 1,000 live births) | **72**
Population per physician/per nurse | **10,140 / 990**
Daily calorie supply per capita (calories per person per day) | **2,151**

Education

Percent literate (male/female, total percent) | **66 / 35, 50**
Enrollment in secondary education as percent of age group (male/female) | **22 / 16**
Enrollment in higher education as percent of population aged 20–24 | **1**

Labor force

Percent of labor force in agriculture/industry/services | **81 / 7 / 12**
Percent of population of working age (aged 15–64) | **46**
Age-dependency ratio | **116**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **NA**
Enrollment in secondary education as percent of age group | **16**
Percent of married women aged 15–49 using contraceptives | **17**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **15/85**

Population of major metropolitan areas

- Nairobi | **1,104,000**
- Mombasa | **426,000**

Average annual growth in urban areas, 1980–85 (percent) | **8.1**

Average annual growth in rural areas, 1980–85 (percent) | **3.2**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **290**

Unemployment (percent) | **6.5**

Pakistan

THE DEPENDENTS

On independence in 1947, Pakistan was home to 32 million people. By 1984, the population had tripled to 93 million, making Pakistan the world's ninth most populous country. Its 3 percent annual population growth rate placed it among the world's fastest growing countries.

Pakistan's 1988 population of 107.5 million people is expected to grow to 145.2 million by the year 2000, and 242.1 million by 2020, largely as a result of high fertility and declining mortality. The average Pakistani woman in 1988 will bear 6.6 children in her lifetime. This figure is projected to decline to about 5.7 lifetime births per woman by the year 2000 and to 4.2 lifetime births by 2020.

Pakistan belongs to the group of less-developed countries in which fertility will remain high up to the year 2000 and mortality will decline gradually, keeping the proportion of those aged 60 and over low during the whole period and the proportion of the young increasing up to the year 2000, after which it will slowly begin to shrink.

Pakistan's population is currently youthful. In 1987, 43 percent of the population was under age 15. Another 19 percent was between the ages of 15 and 24. Only 4 percent were aged 65 and over, as life expectancy is very low—55 years for men and 54 years for women. The proportion of youth aged under 15 will remain high past the year 2000, decreasing only slightly to 41.6 percent of the population in 1995 and 39.2 percent by the year 2000. The proportion of those 65 and over will remain relatively unchanged, hovering around 5.2 percent of the population past the year 2000.

RAPIDLY EXPANDING WORKFORCE

The rapid expansion of the workforce—from 10.4 million in 1951 to 28.6 million in 1986—mirrors the high population growth rate and reflects the tendency of school-age children to work. In 1985, an estimated 21 percent of all Pakistanis aged 10 to 14 and 40 percent of all Pakistanis aged 15 to 19 worked.

> ***Pakistan's migrant worker remittances are bigger than the country's total merchandise exports.***

Agriculture, including forestry and fishing, employs the vast majority of the country's labor force, although in increasingly smaller proportions. In 1983, about 55 percent of all workers were involved in agricultural activities compared to 57 percent in 1972. The proportion of the labor force in mining and manufacturing grew slowly from 12.9 percent in 1972 to 13.7 percent in 1983; the proportion in trade grew from 10 percent to 11 percent; the proportion in construction grew from 3.4 percent to 4.2 percent; and the proportion in public utilities grew slightly

See the July 1986 issue of International Demographics for in-depth consumer information about Pakistan. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.

from 0.4 percent to 0.5 percent. Those working in the transport and communications sector remained at 4.7 percent, while the proportion of workers in other services declined from 11.2 to 10.3 percent.

The largest share of the Pakistani economy belongs to the service industries, accounting for 45.8 percent of the GDP in 1985. Although agriculture grew by a record 9.9 percent in 1985, its share of the GDP declined to 24.7 percent from 27 percent in 1983. Agriculture, the traditional foundation of the economy, is slowly giving way to manufacturing. Manufacturing gained the largest share of GDP, growing from 20.1 percent in 1983 to 21.1 percent in 1985.

PAKISTANI MIGRANT WORKERS BRING HOME OVER 40 PERCENT OF PAKISTAN'S FOREIGN EXCHANGE

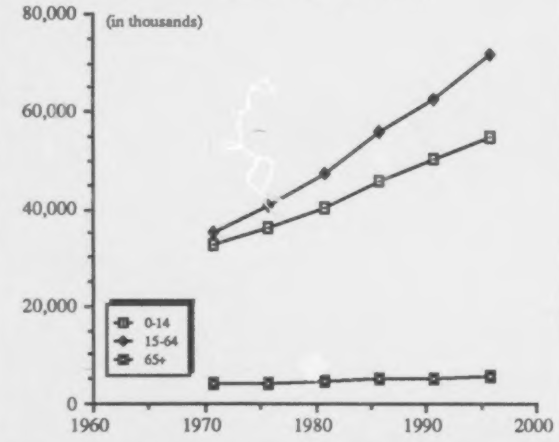
Pakistan's migrant worker remittances are bigger than the country's total merchandise exports. In 1985, workers sent home just less than $3 billion. Many Pakistanis have left Pakistan for the lucrative job market in the oil-rich Middle East. However, falling oil revenues are speeding the departure of migrants from the Persian Gulf and Saudi Arabia, and this flow of new migrants from Asia to the Middle East has been reduced. Many of those who remain have taken pay cuts.

PAKISTANI WOMEN NO BETTER OFF

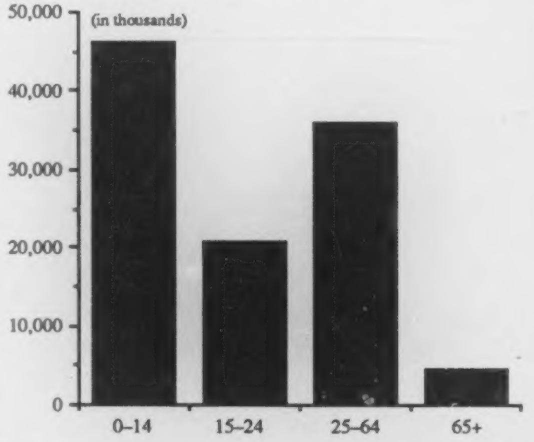
Pakistani women get less food, clothing, and care than their male counterparts. They even die younger. And, while the female proportion of workforces in most developing countries is increasing, the opposite is true for Pakistan. Women made up 8 percent of the workforce in 1977; today, they only account for 5 percent of the workforce.

Although some gains have been made in education—the percentage of literate women has doubled since 1947—large disparities between men's and women's educational attainments still exist. In all provinces, at all ages, women have lower literacy rates than men. In 1981, 86.3 percent of women aged 10 and over were illiterate, compared to 68.2 percent of men. And in 1985, only 8 percent of young women were enrolled in secondary school, as compared with 21 percent of young men.

Pakistan: Population by age group, 1970–1995



Pakistan: Population by age group, 1988



take a quick look at Pakistan

POPULATION DATA FOR 1988

Total population | **107,467,000**
Rate of population growth, calendar year 1988 (percent) | **2.7**
Lifetime births per woman (total fertility rate) | **6.6**
Birth rate (births per 1,000) | **43.2**
Death rate (deaths per 1,000) | **14.5**
Population under 15 (percent) | **43.1**
Population aged 65 or over (percent) | **4.0**
Median age | **18.3**
Percent of all women in fertile age group (aged 15–49) | **45.2**
Population density (number of persons per square kilometer) | **134**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **54 / 54**
Infant mortality rate (number of deaths per 1,000 live births) | **121**
Population per physician/per nurse | **2,328 / 5,739**
Daily calorie supply per capita (calories per person per day) | **2,159**

Education

Percent literate (male/female, total percent) | **35 / 15, 26**
Enrollment in secondary education as percent of age group (male/female) | **21 / 8**
Enrollment in higher education as percent of population aged 20–24 | **2**

Labor force

Percent of labor force in agriculture/industry/services | **55 / 16 / 30**
Percent of population of working age (aged 15–64) | **53**
Age-dependency ratio | **89**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **12**
Enrollment in secondary education as percent of age group | **8**
Percent of married women aged 15–49 using contraceptives | **9**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **29 / 71**

Population of major metropolitan areas

- Karachi | **6,351,000**
- Lahore | **3,603,000**

Average annual growth in urban areas, 1980–85 (percent) | **4.3**

Average annual growth in rural areas, 1980–85 (percent) | **2.6**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **380**

Unemployment (percent) | **3.9**

Saudi Arabia

THE DEPENDENTS

Cuts in the price and production of oil since 1982 have signaled radical change in Saudi Arabia. Oil money, which is mostly controlled by the government, is no longer flowing like it did in the past. Jobs are less abundant and government subsidies are being cut. Those used secure incomes and cheap foreign labor support face a changing future.

Even foreign assets are not what they used to be. The International Monetary Fund estimated foreign holdings at $109 billion in February 1986, down from $141 billion in 1982. Further, at least $30 billion of such reserves are tied up in loans to Iraq and other neighboring states.

For the most part, while increasingly wealthy, Saudis have continued to live in the reserved style dictated by their religious and traditional culture. Some fear growing excesses of bored youth who might become increasingly prone to drink and take drugs, but outward signs of these behaviors on a massive scale are nonexistent. Saudi society is still very much an Islamic one.

POPULATION COUNT UNRELIABLE

Knowing exactly how many Saudis there are is not easy. Results of the last official census in 1974 are generally acknowledged to be unreliable. However, the U.S. Bureau of the Census's Center for International Research estimates that there are 15.5 million Saudis in 1988. Saudi women commonly bear 6 or 7 children in their lifetimes. Rapidly decreasing infant mortality rates—from 174 per 1,000 in the early 1960s to 86 per 1,000 in the 1980s—combined with sustained high fertility will lead to rapid population growth. By the year 2000, the population is expected to reach 18.8 million; by 2020, 24.7 million.

Saudi Arabia has a youthful population, and will have one into the twenty-first century. In 1987, 37 percent of the Saudi population were under age 15.

Most educated Saudi women do not perceive themselves as second-class citizens even though they must wear a veil in public, dine in separate quarters, and are not permitted to drive.

WOMEN UNDER SAUDI ARABIAN ISLAM

In Saudi Arabia, women cannot work alongside men. This effectively cuts their access to and participation in a range of jobs. Women do not go out except to visit friends and relatives and to shop. Once outside, they are covered from head to toe. Co-education is out of the question.

Most educated Saudi women, however, do not perceive themselves as second-class citizens even though they must wear a veil in public, dine in separate quarters, and are not permitted to drive. The opening of women's banks, operated by women for women, created controversy. They have received large numbers of applications from prospective

*See the May 1983 issue of **International Demographics** for in-depth consumer information about Saudi Arabia. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

women employees. In Islam, a woman controls her own wealth, even after she is married. The introduction of these special banks permits Saudi women to fully exercise these rights.

YOUNG SAUDIS PREFER GOVERNMENT TO PRIVATE SECTOR JOBS

One Saudi joke gives an indication of Saudi attitudes toward work: "There are too many chiefs, so they have to import Indians."

Foreign observers and government officials alike are increasingly concerned about the reluctance of young Saudis to take up jobs as clerks, technicians, and laborers. Recently, migrant workers have been imported to perform these tasks. Youth in the newly-trained and well-educated Saudi workforce for the most part prefer government jobs rather than those in the private sector. In addition, the private sector often prefers outsiders with more experience.

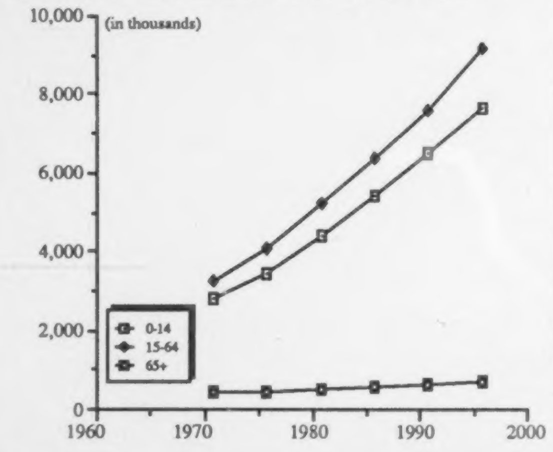
Attitudes on both sides of the fence add up to problems for a government attempting to replace imported workers with local residents.

VOCATIONAL TRAINING STRESSED TO ALLEVIATE DEPENDENCE ON FOREIGN LABOR

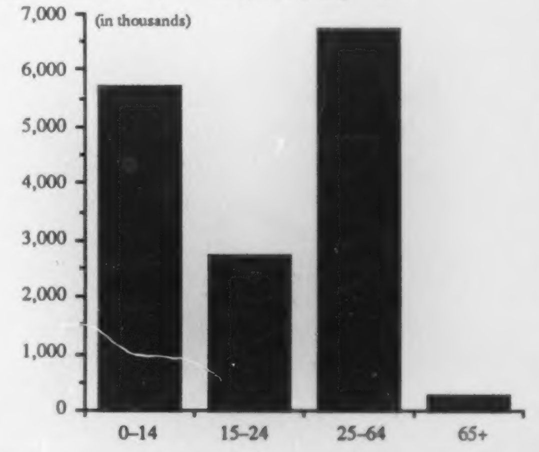
The Saudi government is making concerted efforts to equip the Kingdom with trained, indigenous manpower. They feel that such a force is required to run the huge industrial complexes under construction and to manage associated commercial ventures. The Saudi government is placing a high priority on vocational schooling and is planning to restrict the growth of universities as a means of boosting vocational expertise. It also offers a monthly stipend of $300 for students attending a university, plus an 80 percent food allowance and a 75 percent book allowance. Free accommodations are also provided for university students who come from outside the urban centers.

So far, Saudi efforts have been fruitful. Primary or basic educational institutions enrolled 325,000 boys and 537,000 girls between the ages of 5 and 9 in 1980. At the intermediate level, 165,000 boys and 80,000 girls were in school. The general, secondary education is a ten-year program culminating in a high-school diploma. In 1980, there were 65,000 boys and 29,000 girls enrolled. Two-to-four-year vocational institutes have 9,700 students attending special instruction in regular programs and 9,400 students in evening programs. Students in these programs learn to be air conditioning and car mechanics, carpenters, electricians, welders, metal workers, printers, bookbinders, and radio and television mechanics.

Saudi Arabia: Population by age group, 1970–1995



Saudi Arabia: Population by age group, 1988



take a quick look at Saudi Arabia

POPULATION DATA FOR 1988

Total population | **15,452,000**
Rate of population growth, calendar year 1988 (percent) | **4.3**
Lifetime births per woman (total fertility rate) | **6.9**
Birth rate (births per 1,000) | **38.2**
Death rate (deaths per 1,000) | **7.1**
Population under 15 (percent) | **37.0**
Population aged 65 or over (percent) | **1.9**
Median age | **22.4**
Percent of all women in fertile age group (aged 15–49) | **45.0**
Population density (number of persons per square kilometer) | **7**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **63 / 66**
Infant mortality rate (number of deaths per 1,000 live births) | **76**
Population per physician/per nurse | **2,646 / 852**
Daily calorie supply per capita (calories per person per day) | **3,128**

Education

Percent literate (male/female, total percent) | **47 / 20, 35**
Enrollment in secondary education as percent of age group (male/female) | **47 / 29**
Enrollment in higher education as percent of population aged 20–24 | **10**

Labor force

Percent of labor force in agriculture/industry/services | **48 / 14 / 37**
Percent of population of working age (aged 15–64) | **61**
Age-dependency ratio | **64**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **NA**
Enrollment in secondary education as percent of age group | **29**
Percent of married women aged 15–49 using contraceptives | **NA**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **70 / 30**

Population of major metropolitan areas

Riyadh | **667,000**

Jeddah | **561,000**

Average annual growth in urban areas, 1980–85 (percent) | **6.1**

Average annual growth in rural areas, 1980–85 (percent) | **-0.1**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **8,850**

Unemployment (percent) | **NA**

THE SEEKERS

Seeker countries are still struggling to improve health and education, to slow population growth, and to upgrade the status of women. Many have made considerable progress in specific areas. The Seeker countries of India, Indonesia, and Malaysia, for example, in spite of extremely large populations and other immense difficulties, have achieved substantial progress in agriculture. India now exports grain, and Indonesia is self-sufficient in grain. Seeker countries have already succeeded in lowering their birth rates, although birth rates are still high in comparison to those of countries in other clusters. In all Seeker countries, birth rates are expected to continue their decline.

AFFLUENT AND SIZEABLE MIDDLE CLASSES DESPITE LOW GNP

Although GNP per capita for many Seeker countries is low, the sheer numbers of those falling into a modest middle class category make some of these nations good candidates as potential markets. India's middle-class citizens, who number approximately 50 million, for example, make up a market equal in size to the entire population of France or West Germany, although with different buying potential.

Purchasing power is rising slowly in the majority of Seeker countries. Vast differences exist, however, between the growing economies of Malaysia and Indonesia—in which GDP grew at 7.7 percent annually between 1970 and 1982—and stagnating economies, such as Egypt and Tunisia. But even Malaysia and Indonesia have experienced recent setbacks with GDP growth, which is projected to be flat for Indonesia and 1.8 percent in 1987 for Malaysia.

INDIA FORGES AHEAD

India has grown consistently, however, with GDP continuing to grow at about 4 percent annually in 1985 and 1986, with equal growth projected for 1987. Many analysts point to India's industrial sector as an indicator of India's burgeoning strength in the global marketplace. Analysts see India's GNP topping $500 billion by the turn of the century.

GRADUAL AGING AFTER THE YEAR 2000

The populations of Seeker countries are young and will remain so up to the turn of the century. After the year 2000, however, these countries are expected to begin aging gradually.

For most Seeker countries, both fertility and mortality rates began to decline in the 1950s and 1960s. Yet women of these countries still commonly bear five or six children in their lifetimes. Concerted efforts to reduce population growth, however, have been stepped up, and fertility rates are expected to fall significantly by the year 2000. The proportions of youth in these countries, therefore, will decrease gradually from about 40 percent of the total current population to around 23 to 25 percent by the year 2020. The more industrialized Singapore, by contrast, is projected to have about 16 percent of its population under age 15 by 2020.

Concurrently, the proportion of those aged 60 and over will remain low to the year 2000 and then increase slowly. By the year 2020, about 13 to 16 percent of most of these populations will be over 60. Japan, in comparison, is expected to have 26.5 percent of its population over 60 by 2020.

CONCERN OVER RAPID URBANIZATION

Urban populations of Seeker nations in general are growing substantially faster than the total population. Growth-related problems of such rapid urbanization are of major concern to policy planners. Yet the relationship between urban growth and overall development differs from country to country. Jakarta's growth, for example, is seen in a positive light as it releases population pressures on valuable farmland, while Calcutta's and Bombay's surging growth has no such redeeming quality.

To lessen the enormous demographic pressures on urban systems, many Seeker nations are attempting to encourage people to remain in rural areas and to increase agricultural production. Some even have made efforts to redistribute the urban populations of their one or two major cities to other urban or rural areas.

Egypt

THE SEEKERS

Economically, Egypt is in dire straits. Median income for the employed averages $285 a year. And falling oil prices are sending Egyptian migrant workers back home from the once-lucrative oil fields in the Persian Gulf and Saudi Arabia.The country carries a foreign debt amounting to $38.6 billion, of which they can neither repay the principal nor the interest. And the austerity policy recommended by the International Monetary Fund and the World Bank (which is necessary to win approval for a postponement of payments) has Egyptian leaders in a quandary. Fear of violent reaction from the increasingly powerful Islamic Fundamentalists has leaders reluctant to raise the prices of food, which is heavily subsidized. Leaders remember all too well the 1977 food riots which required armed intervention to control.

RAPID POPULATION GROWTH PRESSURES JOB MARKET AND HOUSING

Egypt's 1988 population of 53.3 million is expected to climb to 71.2 million by the year 2000 and 102.9 million by 2020. The number of lifetime births per Egyptian woman is still high—5.3 in 1988—although down from 6 births per woman in 1977. This trend is expected to continue with average lifetime births per woman dropping to 3.9 in the year 2000 and 2.5—just above replacement level—by 2020. The population growth rate of 2.7 percent in 1988 is expected to fall to 2.2 percent by the year 2000.These projections, however, do not account for the rising power of Islamic Fundamentalism in Egypt and its effect on reproductive behavior.

Egypt belongs to the group of countries in which fertility will remain high up to the year 2000 and mortality will decline gradually, in contrast to those countries where fertility and mortality both decline. The proportion of the population aged 65 and over will remain very low—hovering around 3.3 percent of the total population. Concurrently, the proportion of the young population, aged under 15, remains high—about 42 percent of the total population—and will begin to shrink around the year 2000. Egyptians aged 15 and under are projected to decrease to about 36 percent of the total population by the year 2000.

> ***In general, Egypt's labor force of 15 million is large and relatively skilled compared with those of other countries in the region.***

MIGRANT WORKERS' REMITTANCES SUPPLY FOREIGN EXCHANGE

Egypt's migrant workers' remittances are larger than total merchandise exports. Egypt gleans a reported $4 billion a year from its out-of-town laborers. This figure does not account for a sizeable amount of money smuggled into the country through black market channels.

About 3 million Egyptians migrate to other countries for work. They represent one-

*See the August 1983 issue of **International Demographics** for in-depth consumer information about Egypt. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

sixth of Egypt's total work force. With migrant workers' salaries averaging $2,000 a year, they triple the earnings of an average Egyptian. Falling oil prices are sending many migrant workers home, however, as Middle Eastern economies contract. The Egyptian government estimates that about 600,000 migrants should come home in 1986.

In the face of lucrative offers from abroad, local managers were forced to raise wages significantly, making domestic industries less competitive. As offers from abroad diminish, wage increases may be less frequent. In general, Egypt's labor force of 15 million is large and relatively skilled compared with those of other countries in the region. About 12 million Egyptian men were at work in 1981, or 60 percent of all men. Approximately 46 percent of the labor force works in agriculture, 20 percent in industry and commerce, and 34 percent in services.

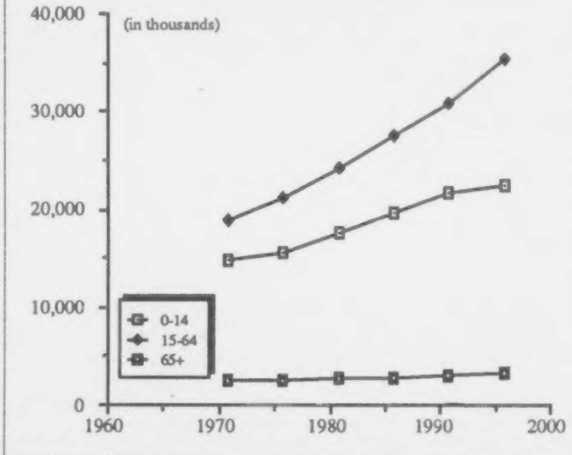
THE STATUS OF WOMEN

Egyptian women lag way behind their counterparts in Europe and the United States in employment, educational attainment, and family planning. Only 17 percent of Egyptian women aged 15 to 64 participated in the labor force in 1983. These figures compare with approximately 62 percent of women aged 15 to 64 participating in the U.S. labor force. However, although the labor force participation rate for women is very low, those Egyptian women who do work are making some gains in wages. In 1960, women workers in the manufacturing industry made only 51.6 percent of what men made. By 1980, this proportion increased to 63.1 percent.

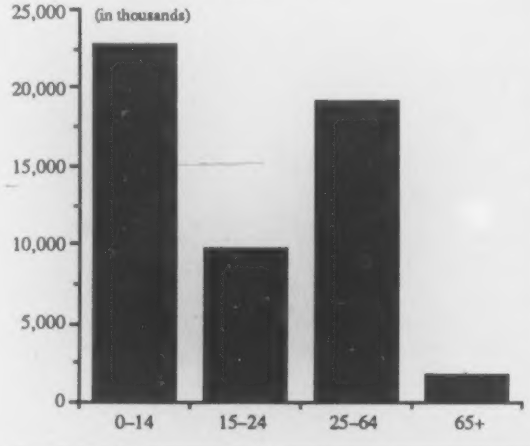
Educational attainment for women lags behind that of Egyptian men. Girls made up only 46 percent of preparatory students and 36 percent of secondary school students. This proportion drops to 30 percent for students enrolled in higher education.

Contraception is not heavily practiced in Egypt. In 1980, only 25 percent of currently married women aged 15 to 44 were using any method of contraception. Today, that figure has risen to 30 percent of married women aged 15 to 49.

Egypt: Population by age group, 1970–1995



Egypt: Population by age group, 1988



take a quick look at Egypt

POPULATION DATA FOR 1988

Total population | **53,348,000**
Rate of population growth, calendar year 1988 (percent) | **2.7**
Lifetime births per woman (total fertility rate) | **5.3**
Birth rate (births per 1,000) | **37.4**
Death rate (deaths per 1,000) | **10.4**
Population under 15 (percent) | **42.5**
Population aged 65 or over (percent) | **3.3**
Median age | **19.0**
Percent of all women in fertile age group (aged 15–49) | **45.7**
Population density (number of persons per square kilometer) | **53**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **59 / 60**
Infant mortality rate (number of deaths per 1,000 live births) | **96**
Population per physician/per nurse | **768 / 703**
Daily calorie supply per capita (calories per person per day) | **3,263**

Education

Percent literate (male/female, total percent) | **54 / 22, 38**
Enrollment in secondary education as percent of age group (male/female) | **70 / 46**
Enrollment in higher education as percent of population aged 20–24 | **21**

Labor force

Percent of labor force in agriculture/industry/services | **46 / 20 / 34**
Percent of population of working age (aged 15–64) | **54**
Age-dependency ratio | **85**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **17**
Enrollment in secondary education as percent of age group | **46**
Percent of married women aged 15–49 using contraceptives | **30**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **43 / 57**
Population of major metropolitan areas
Cairo | **8,595,000**
Alexandria | **2,660,000**
Average annual growth in urban areas, 1980–85 (percent) | **3.2**
Average annual growth in rural areas, 1980–85 (percent) | **1.8**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **610**
Unemployment (percent) | **6.6**

5

India

THE SEEKERS

With the second largest population in the world, India is worth watching. Despite its reputation as an impoverished nation, India has a growing middle class. Part of India still lives in the age of the bullock cart, but according to many experts, India has been the development success of the 1970s. What's more, they are enthusiastic about its future. Self-sufficient in grain and 70 percent self-sufficient in oil, India sidesteps many of the problems plaguing other developing countries. Other positive indicators are India's talented business class and solid work force.

No doubt, however, India is still poor, with a per capita GNP of only $270 in 1985. But certain segments of the Indian population have gained modest prosperity. With nearly 55 million middle-class consumers, India's potential market, purely in terms of size, rivals that of West Germany and France. It is important to remember, however, that there are 30 to 50 million people who live in slums without basic facilities.

India's continued success depends largely on how well it can deal with unrelenting demographic pressures of enormous magnitude. Every year India adds another 16 million persons to its population. In 10 years, it added more people than currently live in Brazil. India is growing at about 2.0 percent per year. At this rate, India's 1988 population of 817 million will grow to 966 million by the year 2000 and 1.2 billion by 2020. Many experts predict that by 2020, India will leapfrog over China and become the world's most populous nation.

MEGACITIES IN TROUBLE

India is still basically an agrarian country with only 23 percent of its 1987 population living in urban areas. Urban areas, however, grew at a much faster rate than rural areas between 1980 and 1985—3.6 percent annually for urban areas, as opposed to 1.4 percent for rural areas. This compares to a 1.9 percent annual population growth rate during the same period.

> ***Every year India adds another 16 milion persons to its population. In 10 years, it added more people than currently live in Brazil.***

This trend is expected to continue as people born in India's high fertility period of 1961 to 1981 enter the job market and increasingly migrate to the cities to find work. These large groups of youth will put considerable strain on urban job markets and housing. Experts see India's entry into the twenty-first century as an era plagued by migration to urban areas. This problem will be a new one for India. Previous urban growth has occurred mostly through natural increase of city populations.

See the January 1987 issue of ***Consumer Markets Abroad*** *and*
the October 1983 issue of ***International Demographics*** *for in-depth consumer information about India.*
Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.

By the year 2000, India is expected to have 20 cities of more than 1 million people and 4 megacities exceeding 10 million people. Between 350 and 400 million people will live in urban areas. Experts see dire troubles for cities like Bombay and Calcutta, with slum-dwellers accounting for 75 percent of their total populations.

FIVE MILLION INDIANS ENTER THE LABOR FORCE ANNUALLY

Finding jobs for the disproportionately large numbers of youth born before 1981 when India began to reduce its fertility rate will be an ongoing problem. At present, about 5 million people enter the workforce annually. By the year 2000, this figure will escalate to 7.5 million annually. Providing jobs for these people is an enormous task. Already 23 million Indians are registered as unemployed. Others are underemployed or employed in the informal sector. About 48 percent of India's population lives below poverty level as a result of these poor employment opportunities.

This problem won't go away. India will be a young country well into the twenty-first century. At present, nearly 37 percent of the population is estimated to be under age 15. Although this proportion is projected to drop to 32 percent by 2000, the share of youth in the population is still considerable.

LITERACY AMONG WOMEN HELPS REDUCE THE BIRTH RATE

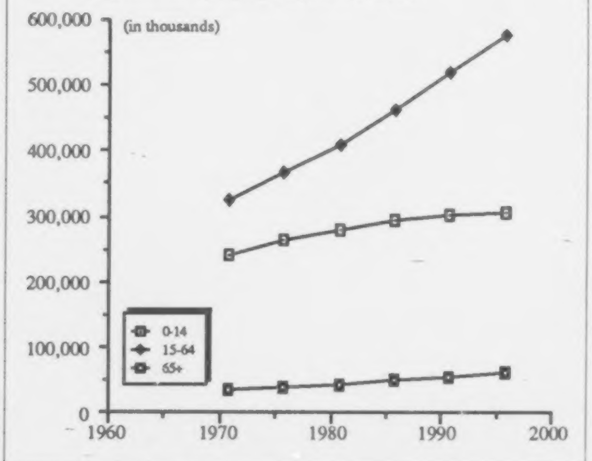
The survival of infants and increased literacy among women correlates with a higher degree of family planning and a decline in India's birth rate. Kerala State had the highest percentage of literate women in 1981—73 percent. It also had the lowest birth rate—25 per 1,000 as compared to India's overall 33.6 per 1,000. Infant mortality was 37 per 1,000 in this region, compared to India's average of 100 per 1,000.

TAXES AND RELIGION INFLUENCE BUYING HABITS

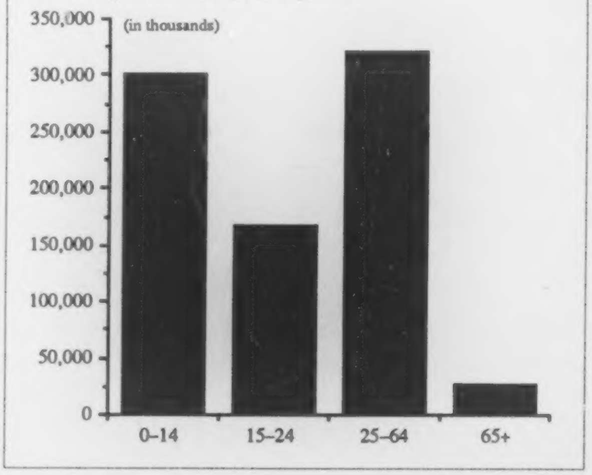
For those with disposable incomes, popular consumer items include footwear, pharmaceuticals, books, and a variety of foods. The demand for such luxury items as cars, cameras, air conditioners, and refrigerators has increased.

Taxes, however, strongly influence buying patterns. Consumer items are heavily taxed. Religion also plays an important part in Indian life, influencing decisions from the choice of food and dress to business and recreational activities.

India: Population by age group, 1970–1995



India: Population by age group, 1988



take a quick look at India

POPULATION DATA FOR 1988

Total population | **816,828,000**
Rate of population growth, calendar year 1988 (percent) | **2.0**
Lifetime births per woman (total fertility rate) | **4.0**
Birth rate (births per 1,000) | **31.2**
Death rate (deaths per 1,000) | **10.9**
Population under 15 (percent) | **36.9**
Population aged 65 or over (percent) | **3.4**
Median age | **21.2**
Percent of all women in fertile age group (aged 15–49) | **50.4**
Population density (number of persons per square kilometer) | **248**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **56 / 58**
Infant mortality rate (number of deaths per 1,000 live births) | **94**
Population per physician/per nurse | **2,588 / 4,670**
Daily calorie supply per capita (calories per person per day) | **2,189**

Education

Percent literate (male/female, total percent) | **55 / 26, 41**
Enrollment in secondary education as percent of age group (male/female) | **44 / 23**
Enrollment in higher education as percent of population aged 20–24 | **9**

Labor force

Percent of labor force in agriculture/industry/services | **70 / 13 / 17**
Percent of population of working age (aged 15–64) | **60**
Age-dependency ratio | **67**

STATUS OF WOMEN

Labor force participation rate (percent of women 15+ in the labor force) | **30**
Enrollment in secondary education as percent of age group | **23**
Percent of married women aged 15–49 using contraceptives | **32**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **23 / 77**
Population of major metropolitan areas
Calcutta | **10,462,000**
Bombay | **10,137,000**
Average annual growth in urban areas, 1980–85 (percent) | **3.6**
Average annual growth in rural areas, 1980–85 (percent) | **1.4**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **270**
Unemployment (percent) | **8.9**

Indonesia

THE SEEKERS

Few paid much attention to Indonesia's high-cost economy and monopolistic business practices when oil revenues were high. But now with sharp declines in oil revenues and the largest foreign debt in Asia, the Indonesian way of doing business is coming under increased scrutiny.

Foreign aid donors are pressing for economic reform, reform that would open the Indonesian economy to more international trade and begin chipping away at its entrenched system of business patronage. A more open economy would increase domestic competition, they argue, and thus generate more business activity, reduce prices, and increase employment. However, not only the willingness but also the ability of Indonesia's leadership to deal effectively with business monopolies has been called into question.

RAPID URBANIZATION IN A MAINLY AGRARIAN COUNTRY

Indonesia's population growth rate has increased over the last 20 years, with reductions in mortality outpacing declines in fertility during the 1950s and 1960s. During the 1970s, Indonesia's population grew at an average annual rate of 2.3 percent, up from 1.5 percent annually from 1930s through the 1960s. Population increased from 120 million in 1970 to its current estimated population of 184 million in 1988. Indonesia is now the world's fifth most populous country.

This growth, coupled with economic recovery that began in the late 1960s, led to rapid urbanization. During the 1970s, Indonesia's urban population grew at nearly 5 percent a year. Indonesia's urban growth rate exceeds that of India, Malaysia, and Egypt.

The urban share of Indonesia's population, however, is still relatively low. The 1950 urban population only accounted for 12.4 percent of the total population. It now accounts for about 22 percent of the total population.

> ***Indonesia now has 5 cities of more than 1 million inhabitants, and has thus avoided the hyper-urbanization trap of certain countries, such as Mexico and Thailand.***

Today, urban areas continue to grow by as much as 4.6 percent annually between 1980 and 1985. Rural areas only increased by 1.1 percent annually over the same period. This compares to a population growth rate of 2.0 for the entire country. By the year 2000, Indonesia's cities are projected to grow by almost 40 million people.

Indonesia now has 5 cities of more than 1 million inhabitants and thus has avoided the hyper-urbanization trap of countries such as Mexico and Thailand, in which one city is home to a quarter or a third of a country's population. Jakarta accounts for 19 percent of Indonesia's population.

Urban dwellers generally fare better than rural dwellers. In 1980, only 19 percent of urban residents were considered to be living in poverty, while 44 percent of rural residents

*See the January 1983 issue of **International Demographics** for in-depth consumer information about Indonesia. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

fit in that category. Of all 15 to 19 years old in 1980, 53 percent were enrolled in secondary education, but only 25 percent of secondary school aged Indonesians living in rural areas were enrolled.

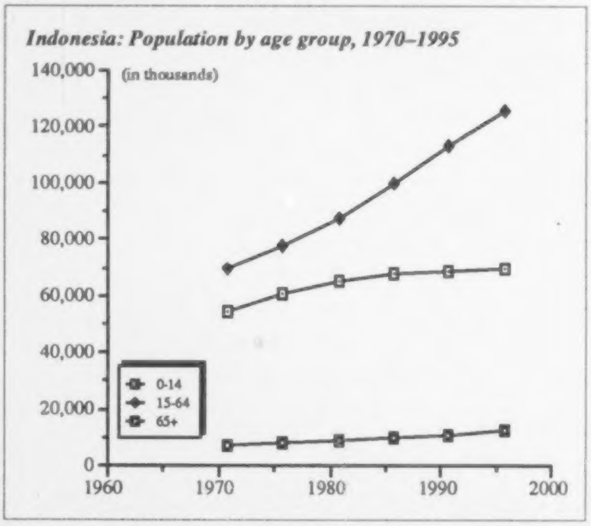
ONE IN THREE INDONESIANS UNDER AGE 15

With life expectancy only 57 years for men and 60 years for women, Indonesia's population is extremely young. Approximately 38 percent of the population is under age 15. Another 34 percent are aged 15 to 34. Only 2.8 percent of the population is aged 65 or over.

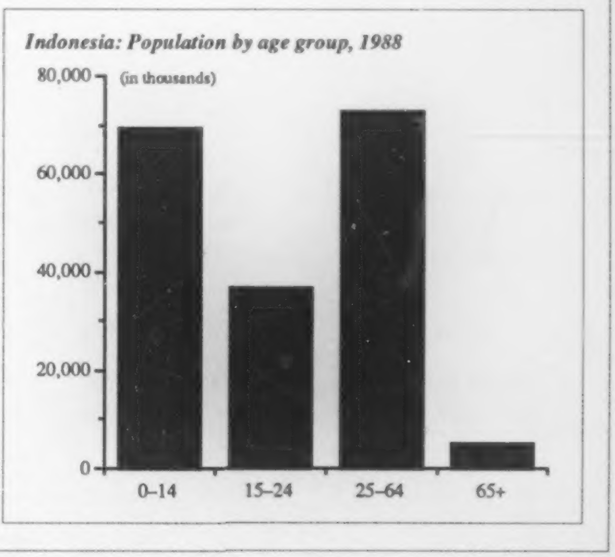
LOW PER CAPITA GNP, LOW OWNERSHIP OF CONSUMER DURABLES

Indonesia's per capita GNP in 1987 amounted to $530. Great disparities exist between the poor and the rich, with the lowest 20 percent of households in 1976 only accounting for 6.6 percent of total household income and the highest 20 percent accounting for 49 percent of household income.

Only 10 percent of all households owned a TV in 1980, and 32 percent of urban households. Ownership of radios and cassette recorders was more widespread—forty percent of all households owned them. Over 10 million bicycles were in use during 1980; they were nearly equally owned by 30 percent of all urban and rural households. There were 2.3 million motorcyles in 1980, but only 577,000 registered passenger cars.



Indonesia: Population by age group, 1970–1995



Indonesia: Population by age group, 1988

take a quick look at Indonesia

POPULATION DATA FOR 1988

Total population | **184,016,000**
Rate of population growth, calendar year 1988 (percent) | **2.0**
Lifetime births per woman (total fertility rate) | **3.5**
Birth rate (births per 1,000) | **29.1**
Death rate (deaths per 1,000) | **9.3**
Population under 15 (percent) | **37.7**
Population aged 65 or over (percent) | **2.8**
Median age | **21.0**
Percent of all women in fertile age group (aged 15–49) | **50.6**
Population density (number of persons per square kilometer) | **91**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **57 / 60**
Infant mortality rate (number of deaths per 1,000 live births) | **83**
Population per physician/per nurse | **9,539 / 3,214**
Daily calorie supply per capita (calories per person per day) | **2,533**

Education

Percent literate (male/female, total percent) | **78 / 58, 67**
Enrollment in secondary education as percent of age group (male/female) | **45 / 34**
Enrollment in higher education as percent of population aged 20–24 | **7**

Labor force

Percent of labor force in agriculture/industry/services | **57 / 13 / 30**
Percent of population of working age (aged 15–64) | **60**
Age-dependency ratio | **68**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **45**
Enrollment in secondary education as percent of age group | **34**
Percent of married women aged 15–49 using contraceptives | **39**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **22 / 78**

Population of major metropolitan areas

- Jakarta | **8,122,000**
- Surabaya | **2,962,000**

Average annual growth in urban areas, 1980–85 (percent) | **4.6**

Average annual growth in rural areas, 1980–85 (percent) | **1.1**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **530**

Unemployment (percent) | **1.7**

Malaysia

THE SEEKERS

Demographically speaking, Malaysian markets offer great potential. The population grew at 2.4 percent annually between 1973 and 1984. During the same period, Malaysia's urban population grew by 3.6 percent a year. As a result, the percentage of the population living in urban areas increased from 26 percent in 1965 to 43 percent in 1984.

Per capita GNP was about $2,000 in 1984. In Southeast Asia, only Singapore and oil-rich Brunei had higher per capita GNP levels. Indicators which show a rise in the status of women, such as increased educational attainment and labor force participation, are positive. Fifty-three percent of Malaysian women in the appropriate age group were enrolled in higher education in 1985. In that year, 44.7 percent of women over 15 were working or looking for work.

However, Malaysia's once thriving economy is slowing down as a result of the fall in world commodity prices. Malaysia is rich in raw materials, such as tin, rubber, oil, and palm oil. Belt-tightening is noticeable in Kuala Lumpur, although the capital is not yet experiencing open decline. Analysts see Malaysia's middle class facing the prospect of declining real income and fewer luxuries.

Malaysia's economic troubles will not work to improve the country's uneasy race relations. About half of the population is Malay (48 percent); Chinese (34 percent) and Indians (9 percent) comprise the bulk of the remaining population. Malays are privileged citizens, receiving job priority and other perks from the government. Four out of five university students are Malay.

POPULATION GROWTH RATE WILL CONTINUE TO FALL

Rapidly falling death rates after World War II combined with high fertility rates in the 1950s and 1960s led to rapid population increase. The 1950 population of about 6.3 million more than doubled to its current level of 16.4 million in only 35 years. Fertility fell steadily from a high of 6 or 7 lifetime births per woman in the 1950s and 1960s to 3 lifetime births per woman in 1987. Declining fertility rates of the 1970s and 1980s have slowed population growth from a high of 3 percent annually between 1960 and 1965 to 2.3 percent annually between 1980 and 1985.

> ***Malaysia's population is young and will remain so well into the twenty-first century, due to the disproportionately large numbers of youth (born during the high-fertility 1950s and 1960s) entering their child-bearing ages.***

This trend is expected to continue with the growth rate down to about 1.5 percent by the year 2000. Lifetime births per woman are also expected to fall from the current 3.2 children per woman to the near-replacement figure of 2.4 lifetime births per woman.

Nevertheless, the Malaysian population will continue to experience rapid growth because fertility rates remain above replace-

*See the Jauary 1985 issue of **International Demographics** for in-depth consumer information about Malaysia. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

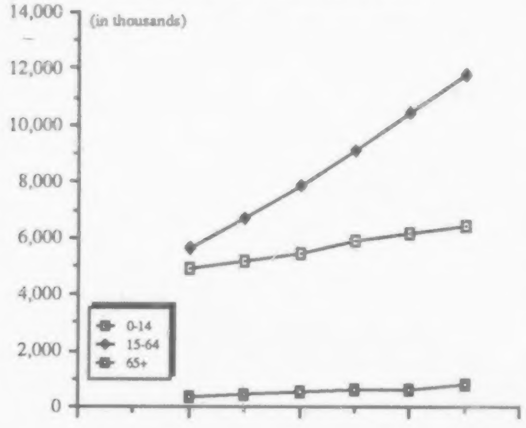
ment level (2.1) and because the large number of women born during the high-fertility 1950s and 1960s are currently entering their childbearing years. The proportion of women aged 15 to 29 grew from 26 percent of all women in 1970 to 30 percent in 1980. An increase in the proportion of women entering their childbearing years will continue for at least the next 15 years. Malaysia's 1988 population of 16.4 million is projected to grow to 20.6 million by the year 2000 and 26 million by the year 2020.

ONE OUT OF EVERY TWO MALAYSIANS IS UNDER 21

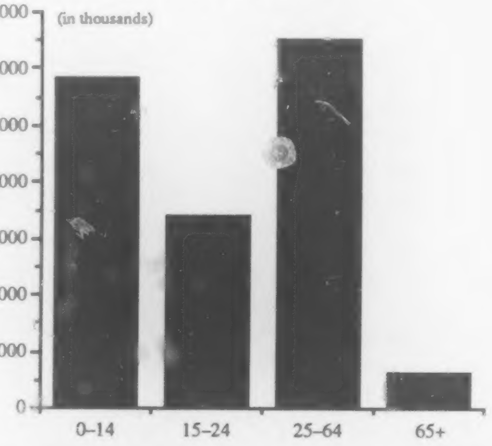
Malaysia's population is young and will remain so well into the twenty-first century. Those aged 15 to 24 now account for about 22 percent of the population—3.3 million people. This group will grow to 3.9 million by the year 2000 and 4.3 million by 2010.

The proportion of the population in their prime spending years (aged 15 to 64)—now 60.5 percent of the total population—is expected to increase dramatically, accounting for 65 percent of the population in the year 2000 and almost 70 percent by 2020. At present, more than half of all Malaysians are under the age of 21. About 36 percent are under the age of 15.

Malaysia: Population by age group, 1970–1995



Malaysia: Population by age group, 1988



take a quick look at Malaysia

POPULATION DATA FOR 1988

Total population | **16,398,000**
Rate of population growth, calendar year 1988 (percent) | **2.0**
Lifetime births per woman (total fertility rate) | **3.0**
Birth rate (births per 1,000) | **26.5**
Death rate (deaths per 1,000) | **6.5**
Population under 15 (percent) | **35.7**
Population aged 65 or over (percent) | **3.8**
Median age | **21.8**
Percent of all women in fertile age group (aged 15–49) | **52.5**
Population density (number of persons per square kilometer) | **49**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **64 / 70**
Infant mortality rate (number of deaths per 1,000 live births) | **32**
Population per physician/per nurse | **3,506 / 589**
Daily calorie supply per capita (calories per person per day) | **2,684**

Education

Percent literate (male/female, total percent) | **80 / 60, 70**
Enrollment in secondary education as percent of age group (male/female) | **53 / 53**
Enrollment in higher education as percent of population aged 20–24 | **6**

Labor force

Percent of labor force in agriculture/industry/services | **42 / 19 / 39**
Percent of population of working age (aged 15–64) | **60**
Age-dependency ratio | **65**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **41**
Enrollment in secondary education as percent of age group | **53**
Percent of married women aged 15–49 using contraceptives | **51**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **43 / 57**
Population of major metropolitan areas
    Kuala Lumpur | **938,000**
    Ipoh | **301,000**
Average annual growth in urban areas, 1980–85 (percent) | **4.6**
Average annual growth in rural areas, 1980–85 (percent) | **1.2**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **2,000**
Unemployment (percent) | **5.9**

South Africa

THE SEEKERS

South Africa's social and political policies have recently prevented most businesspeople from engaging in any kind of economic relationship, and this situation will continue in 1988. White South Africans who control the majority of the country's personal wealth are in a difficult position. Some portion of their assets are usually tied up in real estate. Given the situation in South Africa, those assets are not liquid nor can they be made liquid. While residents of other countries with stable middle classes have taken care of their basic needs and seek experiences to fulfill their lives, South Africans have all the "experiences" they can handle at the moment.

REDISTRIBUTING THE INCOME

Reports show that since 1980 there has been some redistribution of disposable income in South Africa. The black, colored, and Asian share of total disposable income rose from 12.2 percent to 44.5 percent between 1972 and 1985, according to a Bureau of Market Research survey reported in African Business. Even if this shift in disposable income is true, non-whites make up 85 percent of the population in South Africa. The report also says that between 1981 and 1985, white incomes fell by 0.3 percent a year while the incomes of blacks and coloreds rose by 1.8 percent and those of Asians by 3.1 percent.

SEPARATISM CONTRIBUTES TO UNBALANCED POPULATION GROWTH

South Africa's annual population growth rate is high because of the disproportionately high birth rates for blacks and coloreds. The average white South African woman has two children; an Indian or colored woman has three; an urban black woman has four; and a black woman in the traditional states has between five and seven. Women in this last group bear as many children on average as women in other African nations, such as Kenya or Nigeria.

> ***The South African policy of separatism that relegates blacks to the "homelands" rather than allowing them to find opportunities in the cities contributes to the continued high level of population growth.***

Demographers at the Institute for Sociological and Demographic Research say that the low level of urbanization among blacks—in other words, the South African policy of separatism that relegates blacks to the "homelands" rather than allowing them to find opportunities in the cities, contributes to the continued high level of population growth. They believe that if blacks were allowed to freely move to the cities, they would have access to the "technological revolution that has changed the lives of millions of people across the world."

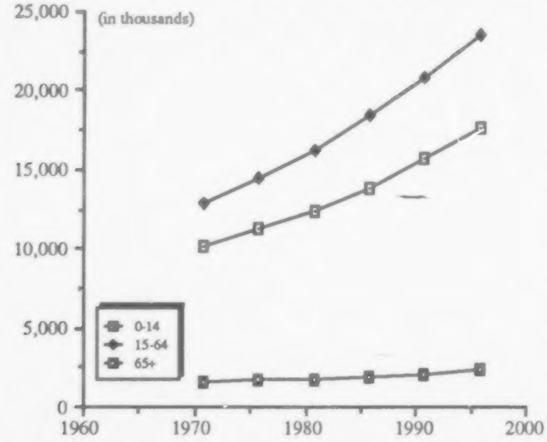
The researchers indicate, "With regard to Blacks, their relatively youthful population structure and present high fertility indicate a capacity for continued very fast population growth. A sharp decline in the population growth rate could, however, be brought about by rapidly replacing the large traditional way of life of Blacks in the national states with a more modern industry-oriented urban lifestyle."

Not surprisingly, the conclusion drawn from an analysis of the demographic trends in South Africa is that unless non-whites are fully integrated into society, there will be no way to begin to eliminate the current socioeconomic discrepancies that are responsible for much of the turmoil in which the country finds itself.

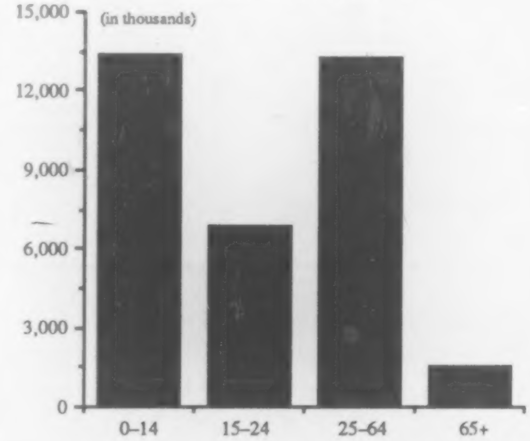
If reforms allow blacks to become equal participants in the economic life of the nation, basic needs for housing and increased infrastructure would be filled rapidly. The capacity exists for economic activity to be rebuilt in such a way that mineral wealth and prime agricultural land benefit all people, rather than only the white minority. In that case, the country could make gigantic strides in ways that some other African countries have found difficult. In addition, the demographers indicate that if blacks are integrated into the economic mainstream as soon as possible, by the turn of the century, population growth among blacks would begin to slow.

South Africa is not a good market for consumer goods until its blacks and other non-whites have access to economic opportunity.

South Africa: Population by age group, 1970–1995



South Africa: Population by age group, 1988



take a quick look at South Africa

POPULATION DATA FOR 1988

Total population | **35,094,000**
Rate of population growth, calendar year 1988 (percent) | **2.2**
Lifetime births per woman (total fertility rate) | **4.1**
Birth rate (births per 1,000) | **31.8**
Death rate (deaths per 1,000) | **9.4**
Population under 15 (percent) | **38.2**
Population aged 65 or over (percent) | **4.3**
Median age | **20.8**
Percent of all women in fertile age group (aged 15–49) | **49.2**
Population density (number of persons per square kilometer) | **29**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **58 / 65**
Infant mortality rate (number of deaths per 1,000 live births) | **65**
Population per physician/per nurse | **1,884 / 396**
Daily calorie supply per capita (calories per person per day) | **2,979**

Education

Percent literate (male/female, total percent) | **61 / 59, 60**
Enrollment in secondary education as percent of age group (male/female) | **16 / 14**
Enrollment in higher education as percent of population aged 20–24 | **4**

Labor force

Percent of labor force in agriculture/industry/services | **17 / 35 / 49**
Percent of population of working age (aged 15–64) | **58**
Age-dependency ratio | **74**

STATUS OF WOMEN

Labor force participation rate (percent of women 20–64 in the labor force) | **43**
Enrollment in secondary education as percent of age group | **14**
Percent of married women aged 15–49 using contraceptives | **48**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **56 / 44**
Population of major metropolitan areas
Johannesburg | **1,536,000**
Pretoria | **528,000**
Average annual growth in urban areas, 1980–85 (percent) | **3.5**
Average annual growth in rural areas, 1980–85 (percent) | **1.3**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **2,010**
Unemployment (percent) | **NA**

Sri Lanka

THE SEEKERS

Sri Lanka's population is growing despite continued falling birth rates. In 1986, Sri Lanka's rate of population growth was 1.4 percent, just below the 1.5 to 2.5 percent growth rate considered indicative of good market potential in 1988.

The 1981 census recorded 14.8 million persons, up from 12.7 million in 1971. The population grew by 17 percent during the decade between censuses. The Census Bureau's Center for International Research now estimates a population of 16.6 million. By the year 2000, the Sri Lankan population is projected to reach 27.8 million; by 2025, the population will reach 46 million—more than double its current level.

The number of children borne by women in their lifetimes, however, is dropping and is expected to continue doing so. In 1981, Sri Lankan women commonly bore 6.5 children in their lifetimes. By 1988, this figure is projected to fall to 2.6 children. Part of this large drop comes from a change in the method by which the Census Bureau recalculates Sri Lanka's fertility rate. However, although decreasing, these fertility rates remain high. It will take years for declining fertility rates to have a significant effect on population growth rates in this country.

Sri Lanka's population is young and will stay young well into the twenty-first century. At present, 33 percent of the population are under age 15. Median age is 23 years.

A RURAL BUT DENSE POPULATION

About 78 percent of Sri Lanka's population lived in rural areas in 1986. Although urban growth outpaces rural growth, Sri Lanka will remain largely rural throughout this century.

> ***About 78 percent of Sri Lanka's population lived in rural areas in 1986. Although urban growth outpaces rural growth, Sri Lanka will remain largely rural throughout this century.***

By the year 2000, about 75 percent of the population will reside in the countryside. This should drop, however, to 61 percent by the year 2020.

Sri Lanka is divided into 24 administrative districts. They range in size from 77,500 persons in the northeastern district of Mullaitivu to almost 1.7 million in the southwestern district of Colombo, home of the capital city, Colombo. In fact, with a population of 1.3 million in 1981, the capital city accounted for three-quarters of the population of the district. Other major cities are Jaffna (271,000), Kandy (147,000), and Galle (168,000).

In a country the size of West Virginia (66,000 square kilometers), population density is about 250 persons per square kilometer. Density is highest in the district of Colombo (1,000 to 3,000 persons per square

*See the February 1984 issue of **International Demographics** for in-depth consumer information about Sri Lanka. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

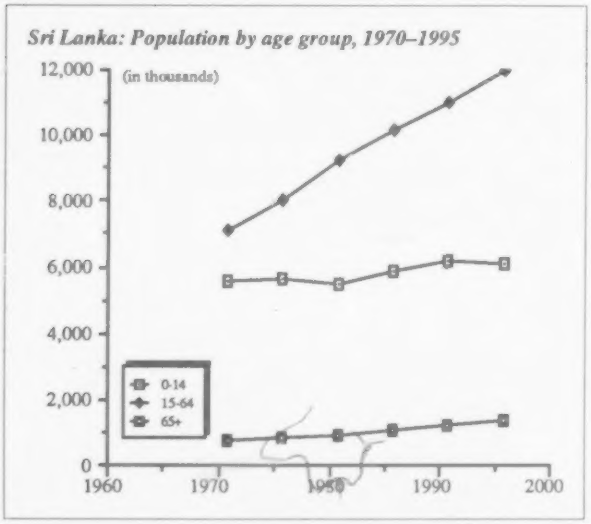
kilometer) and the neighboring coastal districts of Gampaha and Kalutara (500 to 1,000 persons per square kilometer). The central district of Kandy and the southern coastal district of Matara are in this density range as well, while all other districts average fewer than 500 persons per square kilometer.

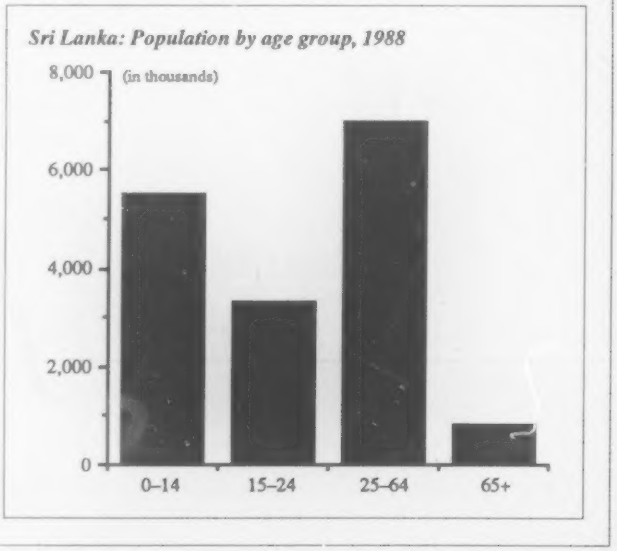
EXTENDED FAMILIES ARE THE NORM

Seventy percent of all Sri Lankan households in 1981 were extended beyond the nuclear family with a relative other than spouse or children. Fourteen percent of all households had a non-relative. Urban households were more likely to contain another relative than rural households. For example, among the 504,000 household heads recorded for urban areas, there were 538,000 relatives of heads living in households. In rural areas, only 64 percent of households contained relatives other than spouse or children.

Of Sri Lanka's 2.7 million households in 1981, about 2.2 million households were classified as rural, or 82 percent of the total.

Sri Lankan households are large compared to those in other clusters. An average size was 5.4 persons per household in 1981. About 17 percent of all households were headed by women, half of whom were widowed.


Sri Lanka: Population by age group, 1970–1995


Sri Lanka: Population by age group, 1988

take a quick look at Sri Lanka

POPULATION DATA FOR 1988

Total population | **16,640,000**
Rate of population growth, calendar year 1988 (percent) | **1.4**
Lifetime births per woman (total fertility rate) | **2.6**
Birth rate (births per 1,000) | **22.4**
Death rate (deaths per 1,000) | **5.8**
Population under 15 (percent) | **33.1**
Population aged 65 or over (percent) | **4.9**
Median age | **23.5**
Percent of all women in fertile age group (aged 15–49) | **53.5**
Population density (number of persons per square kilometer) | **254**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **68 / 73**
Infant mortality rate (number of deaths per 1,000 live births) | **28**
Population per physician/per nurse | **7,363 / 1,260**
Daily calorie supply per capita (calories per person per day) | **2,385**

Education

Percent literate (male/female, total percent) | **90 / 82, 86**
Enrollment in secondary education as percent of age group (male/female) | **58 / 64**
Enrollment in higher education as percent of population aged 20–24 | **4**

Labor force

Percent of labor force in agriculture/industry/services | **53 / 14 / 33**
Percent of population of working age (aged 15–64) | **62**
Age-dependency ratio | **61**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **28**
Enrollment in secondary education as percent of age group | **64**
Percent of married women aged 15–49 using contraceptives | **62**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **22/78**
Population of major metropolitan areas
  Colombo | **643,000**
  Dehiwala-Mount Larinia | **184,000**
Average annual growth in urban areas, 1980–85 (percent) | **1.4**
Average annual growth in rural areas, 1980–85 (percent) | **1.9**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **380**
Unemployment (percent) | **13.5**

Tunisia

THE SEEKERS

Demographically, north and south of the Mediterranean can be worlds apart. Whereas most of the populations in Europe are either stagnating or even declining, the populations of Northern African countries are exploding. Tunisia's population is growing so rapidly that in the last 15 years, it has increased by 45 percent. With the number of births per woman projected to remain fairly high until the year 2000, and with a disproportionately large group of young Tunisians entering their childbearing years, this country's population will continue to grow rapidly.

Tunisia's 1988 population of 7.7 million people is projected to increase to 8.1 million in 1990 and to 9.9 million in the year 2000. Women commonly bear 4 or 5 children. Because of the government's family planning program, however, the number of births per woman is expected to decline to about 3.8 in 1990 and to about 3.0 in the year 2000. At these rates, the population will continue to grow, although growth will slow after the large population bases built up by periods of high fertility pass through their reproductive years.

YOUTH AND THE UNEMPLOYMENT PROBLEM

Unemployment is a problem in Tunisia, partly because of this country's extremely youthful age structure, in which almost 40 percent of the population are under age 15. Those aged 15 to 24 make up an additional 20 percent of the population. Because of the growing numbers of youth who are of employable age, more than 60,000 new workers enter the labor force each year, while only 40,000 new jobs are created.

The government officially recorded the unemployment rate as 13 percent in 1983. A more realistic figure for men aged 15 to 59 during this same year was closer to 18 percent. When women and the underemployed are included, one out of four workers is unemployed. To help alleviate this problem, Tunisians are encouraged to go abroad for employment. An estimated 70,000 laborers found work in Europe in 1984.

> ***Unemployment is a problem in Tunisia, partly because of this country's extremely youthful age structure, in which almost 40 percent of the population is under age 15.***

Women are entering the labor force in increasing numbers. Women made up only 11 percent of the workforce in 1975. In 1984, they held 20 percent of the available jobs. However, over 80 percent of employed women are in the lower third wage-earning bracket.

Most Tunisians work in agriculture, although a decreasing proportion of the workforce is required to farm the arable land. In 1960, agricultural production required the labors of over 50 percent of the workforce, compared with 35 percent in 1980. Industry used 36 percent of the workforce, and service industries used 29 percent.

See the January 1986 issue of ***International Demographics*** *for in-depth consumer information about Tunisia. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

WOMEN HAMPERED BY TRADITION, NOT LAW

The situation has indeed changed for Tunisian women. They now are full citizens with the same legal rights and responsibilities as men. They are encouraged to attend school, hold jobs outside the home, and control their own financial affairs.

But old traditions die hard. Some gains have been made in employment, with fully 20 percent of the Tunisian labor force made up of women. However, women hold primarily low-wage positions. Educational attainment is also up, with girls accounting for 40 percent of all primary school students and 30 percent of all secondary school students.

RURAL-TO-URBAN SHIFT

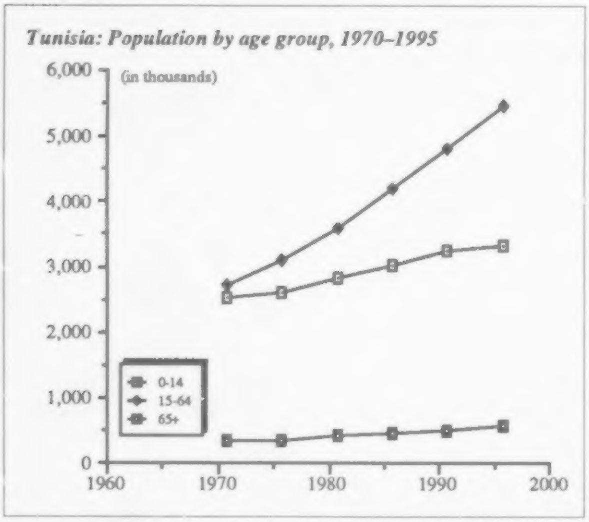
In 1950, 31 percent of Tunisia's population lived in cities, with 69 percent living in rural areas. By the year 2000, exactly the opposite will be true. Urban areas have been growing rapidly, spurred by the increasing numbers of job seekers moving to the densely populated cities.

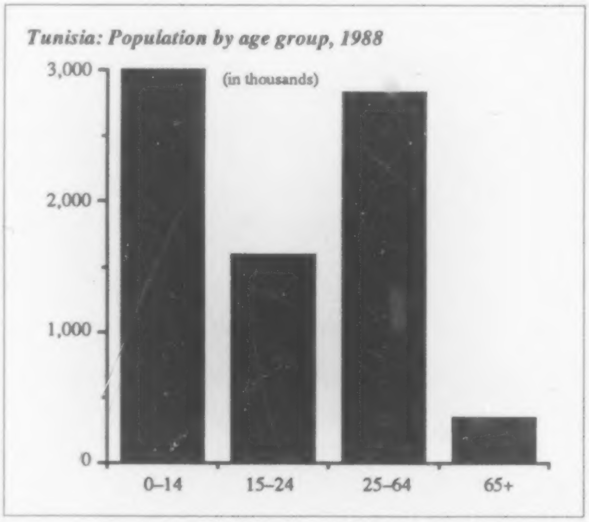
Growth in rural areas has been negligible since the early 1960s, while urban growth has averaged about 4 percent annually. Tunis, the capital city, had 597,000 residents at the time of the last census in 1984.

AN ECONOMY IN TROUBLE

One of Tunisia's greatest economic problems is its failing agricultural sector. Much of the food consumed by Tunisians is imported, contributing to a growing negative trade balance. Agricultural problems stem from adverse weather conditions and the small size of farms, which hinders the applicability of modern farming methods.

In 1983, olive oil production fell by 31 percent, grain by 28 percent, and citrus fruit by nearly 17 percent. Increased production of fruit, vegetables, and livestock offset other crop failures to produce growth of only 0.2 percent. The tourist industry, too, is in trouble. Terrorism and the 1984 bread riots led to an 8 percent decline in industry revenues. Although the government forecasts a turnaround, outside observers see either no growth or further decline in the near future.





take a quick look at Tunisia

POPULATION DATA FOR 1988

Total population | **7,738,000**
Rate of population growth, calendar year 1988 (percent) | **2.3**
Lifetime births per woman (total fertility rate) | **4.1**
Birth rate (births per 1,000) | **29.3**
Death rate (deaths per 1,000) | **6.4**
Population under 15 (percent) | **38.7**
Population aged 65 or over (percent) | **4.4**
Median age | **20.2**
Percent of all women in fertile age group (aged 15–49) | **48.5**
Population density (number of persons per square kilometer) | **47**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **67 / 71**
Infant mortality rate (number of deaths per 1,000 live births) | **46**
Population per physician/per nurse | **3,683 / 758**
Daily calorie supply per capita (calories per person per day) | **2,836**

Education

Percent literate (male/female, total percent) | **65 / 42, 54**
Enrollment in secondary education as percent of age group (male/female) | **42 / 30**
Enrollment in higher education as percent of population aged 20–24 | **6**

Labor force

Percent of labor force in agriculture/industry/services | **35 / 36 / 29**
Percent of population of working age (aged 15–64) | **57**
Age-dependency ratio | **76**

STATUS OF WOMEN

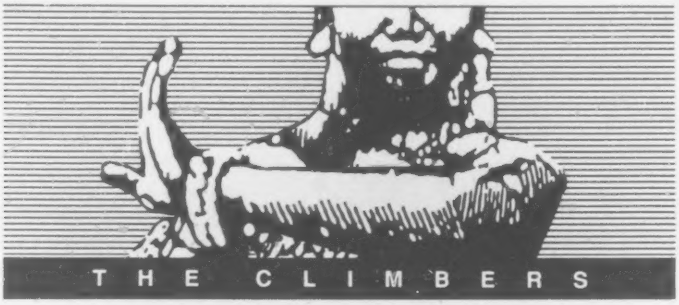
Labor force participation rate (percent of women 15–64 in the labor force) | **23**
Enrollment in secondary education as percent of age group | **30**
Percent of married women aged 15–49 using contraceptives | **41**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **53 / 47**
Population of major metropolitan areas
    Tunis | **597,000**
    Sfax | **232,000**
Average annual growth in urban areas, 1980–85 (percent) | **3.7**
Average annual growth in rural areas, 1980–85 (percent) | **0.1**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **1,190**
Unemployment (percent) | **13.0**



THE CLIMBERS

The Climbers are making everyone nervous. For Asia watchers, Climbers Taiwan and South Korea exemplify the amazing growth of Newly Industrialized Countries (NICs). Their mentor, Japan—no longer a Climber but a full-fledged Ultimate Consumer—boasts an average income that, by some estimates, surpasses average income in the U.S. What Japan did, these Climbers hope to do. Brazil is also moving ahead full force. Some say the twenty-first century will belong to this Latin American giant.

But all the Climbers are not growing at the same rate, especially when it comes to overall standard of living and consumer purchasing power. Although GDP growth rates for most Asian Climber countries surpass those of the U.S. and other industrialized nations, debt-saddled Latin American Climbers are still having a hard time. GDP in China grew at 5.6 percent annually between 1970 and 1982, registered a surging 9 percent growth in 1983 and an amazing 12 percent in 1984. In South Korea, GDP grew at an annual rate of 8.6 percent between 1970 and 1982, in the Philippines by 6 percent, in Taiwan by 8 percent, and in Thailand 7.1 percent during the same period.

THE RIGHT DEMOGRAPHIC MAKE-UP

Economics aside, the Climbers have demographic makeups which suggest expanding potential markets. The status of women is improving through increased participation in the labor force and rising levels of education. These populations are youthful, creating a lively labor pool and a ready consumer group, despite declining population growth rates and declining average number of lifetime births per woman. These young adult populations, which are growing rapidly as a result of high fertility in the past, will continue to grow well into the next century. Several cities are active and growing, as opposed to countries with just one enormous megacity. Thus the pressures of urban growth—especially those caused by rural-to-urban migration—can be shared. Many Latin American Climbers, however, such as Peru, Mexico, and Venezuela, face increasingly persistent population pressures on their largest cities.

These four positive demographic indicators point to a potential increase in consumer demand. Rapid population growth in Climber countries has the potential of creating a new, more affluent market and a huge labor force. Purchasing power in these countries is on the rise. Markets will expand as growth in incomes and populations continues.

The predominance of youth in Climber countries creates a growing demand for goods and services, education, and employment. The rural-urban shift offers tremendous opportunities for business in the areas of construction, sanitation, power, telecommunications, and transport, according to UNFPA Executive Director Rafael M. Salas.

As scattered rural markets concentrate into centralized urban markets, new consumer groups will emerge. Asian countries such as the Philippines, which was 37.4 percent urban in 1980, will be about 66 percent urban by 2025. Latin American countries such as Brazil will see urban population climb from 67.5 percent in 1980 to nearly 90 percent by 2025.

Women in Climber countries are on the way up. Labor force participation rates for 1982 South Korea (42 percent), Taiwan (40 percent), China (74 percent) and Thailand (65 percent) compare favorably with West Germany (39 percent) and the U.S. (53 percent). Lower birth rates provide women increased opportunities for self-determination and for personal development and achievement.

POPULATION GROWTH WILL DECLINE AS FERTILITY FALLS

Population growth rates have begun to decline in the Climber countries. The average number of lifetime births per woman have fallen by a quarter or more over the past decade in such populous Latin American and Asian countries as Brazil, Mexico, and Thailand. These countries, however, have a long way to go before births and deaths are in balance and populations stabilize.

Some, like China, South Korea, and Taiwan, have nearly reached replacement level of 2.1 lifetime births per woman, which means that their populations will eventually stop growing and stabilize. (Allowing for some childhood deaths, 2.1 children per couple allows a population to just reproduce itself.) In China, although fertility rates are down to replacement level, the large number of women born in past high-fertility years (270 million) have entered their childbearing years. Consequently, they will add a sizeable number of children to the population.

ECONOMIC GROWTH MUST KEEP PACE WITH POPULATION GROWTH

Continued economic success is all important to still-growing populations of most Climber countries. The decline in population growth will not take the pressure off most of these countries until the beginning of the next century at the earliest. Large numbers will be added before their populations stabilize even after they attain replacement-level fertility because of momentum from their large and youthful population bases. This is especially true for the economically troubled countries in Latin America, such as Mexico and Peru. Even economic heavyweights such as Brazil and Venezuela will have to grow at a rapid pace just to tread water.

THE SIZEABLE AND AFFLUENT MIDDLE CLASSES

Many Climber countries already have a relatively affluent and sizeable class of consumers. In countries such as Korea and Taiwan, economic growth is keeping pace or exceeding the rate of population growth, resulting in rising purchasing power.

The distribution of new wealth in Climber countries shapes potential markets. Currently, markets in these countries are typically not homogeneous. Latin American countries in particular have not created jobs as fast as job-seekers have arrived in cities, leading to large differentials in the income of those who work in the formal sector and the informal sector. These income disparities are less acute in most of the Asian countries.

Brazil

THE CLIMBERS

Demographically, Brazil seems poised for market growth in the future. Predominately young and still growing, Brazil is characterized by a rise in purchasing power. Women figure prominently in this change, having benefited from increased educational attainment and labor force participation. And, although largely urbanized, Brazil was able to avoid hyper-urbanization, in which one-fourth to one-third of a country's population live in a single city. With 10 cities of more than 1 million people, Brazil has been able to lessen the difficulties of providing jobs and urban services, while concentrating consumer demand in centralized regional urban markets.

STILL GROWING, BUT MORE SLOWLY

Brazil experienced rapid population growth after 1950, as mortality declined and fertility remained high. Death rates declined rapidly during the 1950s because of public health measures and the prevention or treatment of infectious diseases. Prior to 1965, a Brazilian woman would bear six children on average. Growth slowed in the 1970s and 1980s, after the average number of lifetime births per woman began to fall with the help of socioeconomic development and family planning efforts. By 1980, the average number of lifetime births per woman had fallen to 3.8, down from an average of 6.2 children in the 1950s and 1960s. Brazil's annual average population growth rate, which had been 2.33 percent during the 1930s and 1940s, jumped to 3.04 percent between 1950 and 1965 and then declined to 2.4 percent between 1965 and 1985.

Despite Brazil's substantial decline in fertility, its population will continue to grow as a result of the demographic momentum of a large and youthful population base and the still high fertility level of 3.9 children per woman. Brazil has an extremely large proportion of young people in or about to enter the childbearing ages due to past high fertility. Brazil's population is estimated to grow from 151 million in 1988 to 246 million in 2025—an increase of about 100 million people in 40 years.

> ***With 10 cities of more than 1 million people, Brazil has been able to lessen the difficulties of providing jobs and urban services, while concentrating consumer demand in centralized regional markets.***

Maintaining or improving per capita income for the Brazilian people in light of these numbers is a major task. To maintain per capita income, economic growth must at least equal population growth. Brazil maintained high rates of economic growth, even with high population growth, until the early 1980s. Unequal distribution of income, however, is an ongoing problem. Parts of the

*See the July 1987 issue of **Consumer Markets Abroad** and the May 1982 issue of **International Demographics** for in-depth consumer information about Brazil. Back issues are $16 each and are available by calling toll free, 800-828- 133; in New York call 800-462-8686.*

northeast are as poor as West Africa; parts of the south are as affluent as Spain or Italy.

YOUNG AND ACTIVE CONSUMERS

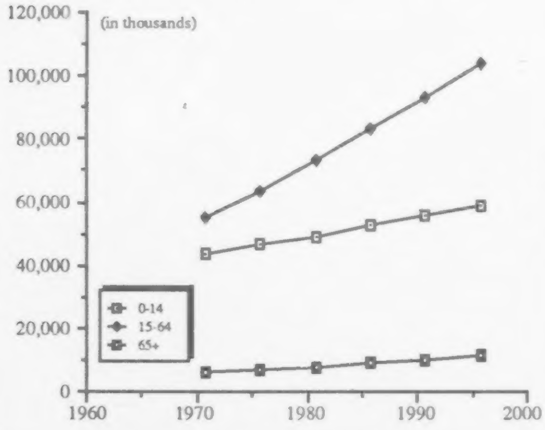
Brazil's younger population, those aged 15 to 24, is beginning to make an impact on consumer markets. The disproportionate number of babies born between 1960 and 1980 are entering the job market now. They will continue to do so for the remainder of the 1980s and throughout the 1990s, placing increased pressure on urban job markets and housing for new families, while driving up the market for consumer durables. About 27.5 million, or almost 20 percent of Brazil's 150 million people, fall in this category.

How these new households consume can be in part predicted by previous household consumption patterns of Brazilian families. Low-income Brazilians spend a large proportion of their household budget on food—as much as 45 percent of their total expenditure in urban families. Even so, over one-third of poor urban families owned TVs as early as 1975. Of all urban households in 1980, about three-quarters owned radios, refrigerators, and TVs. Thirty percent owned cars.

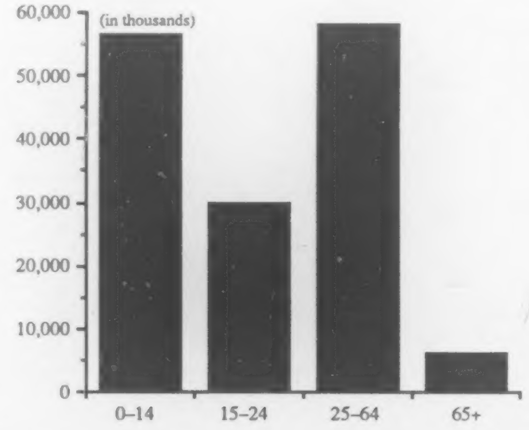
THE RICH AND THE POOR

Brazil's 50 million haves amid 90 million have-nots make up a developed country inside a vast undeveloped one. Two-thirds of all Brazilian households have family incomes of less than $2,200 a year.

Brazil: Population by age group, 1975–1990



Brazil: Population by age group, 1988



take a quick look at Brazil

POPULATION DATA FOR 1988

Total population | **150,685,000**
Rate of population growth, calendar year 1988 (percent) | **2.4**
Lifetime births per woman (total fertility rate) | **3.9**
Birth rate (births per 1,000) | **30.6**
Death rate (deaths per 1,000) | **6.7**
Population under 15 (percent) | **37.6**
Population aged 65 or over (percent) | **4.0**
Median age | **21.1**
Percent of all women in fertile age group (aged 15–49) | **49.9**
Population density (number of persons per square kilometer) | **18**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **65 / 69**
Infant mortality rate (number of deaths per 1,000 live births) | **60**
Population per physician/per nurse | **1,300 / 1,140**
Daily calorie supply per capita (calories per person per day) | **2,633**

Education

Percent literate (male/female, total percent) | **76 / 73, 74**
Enrollment in secondary education as percent of age group (male/female) | **31 / 36**
Enrollment in higher education as percent of population aged 20–24 | **11**

Labor force

Percent of labor force in agriculture/industry/services | **31 / 27 / 42**
Percent of population of working age (aged 15–64) | **58**
Age-dependency ratio | **71**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–69 in the labor force) | **31**
Enrollment in secondary education as percent of age group | **36**
Percent of married women aged 15–49 using contraceptives | **65**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural)	**68 / 32**
Population of major metropolitan areas	
Sao Paulo	**14,911,000**
Rio de Janeiro	**10,116,000**
Average annual growth in urban areas, 1980–85 (percent)	**4.1**
Average annual growth in rural areas, 1980–85 (percent)	**-0.9**

ECONOMIC INDICATORS

Annual per capita GNP (US$)	**1,640**
Unemployment (percent)	**4.3**

China

THE CLIMBERS

Astronomical numbers describe China. The world's only demographic billionaire, China now boasts 21 percent of the world's population. In all this talk about billions, however, it's easy to forget how poor China actually is, with an average per capita income of about $310. Yet the Chinese economy is booming, and Asia's population billionaire is now being hailed as the development success of the 1980s.

POPULATION WILL GROW, THEN STABILIZE

Gone are the days when Mao's belief that "people are China's greatest resource" led women to bear five or six children in their lifetimes. With fertility down to replacement level—2.1 in 1984—China's population is expected to stabilize in the coming years.

With 1.09 billion people in 1988, this is good news for the world's most populous country. Despite its declining birth rate, China will experience large population increases until large numbers of women of childbearing age pass beyond their reproductive years.

If China's 270 million women of childbearing age each gave birth to two children, China would add half a billion people to its 1 billion early in the twenty-first century. Consequently, the Chinese government introduced a One-Child Policy in 1979. Even with its One-Child Policy, China's population is expected to grow 51 percent from 1985 to 1995, from 1.04 billion to 1.57 billion, and then finally to stabilize early in the twenty-first century.

ECONOMIC GROWTH RIVALS POPULATION GROWTH

China's post-Mao reform program has enlivened the Chinese economy. In the short time since Nixon visited China in 1973, trade has gone from zero to $8 billion a year. U.S. investment has gone from nothing to $1.5 billion. GNP per capita has grown by an average of 4.5 percent annually during the period from 1965 to 1984.

> ***Income and expenditure trend information is especially essential for business people investing in Chinese joint ventures that produce consumer goods.***

China began its extraordinary economic growth just eight years ago when Deng Xiaoping introduced the first of his economic reforms. Industrial production has more than doubled in the last ten years—and so has the production of such capital goods as machine tools, steel, power equipment, and trucks. Energy output is also way up. In trade, the value of exports has gone from less than $10 billion in 1976 to $27.3 billion in 1985, while the value of imports has quadrupled from less than $10 billion to $42.5 billion during the

See the March 1987 issue of ***Consumer Markets Abroad*** *and*
the October 1984 issue of ***International Demographics*** *for in-depth consumer information about China.*
Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.

same time period. Grain production has risen from about 283 million metric tons in 1976 to 478 million in 1984.

POST-1978 REFORMS BOOST LIVING STANDARDS

Boom times mean rising living standards for the average Chinese—better housing and the availability of more consumer goods. Wages and prices are rising in the wake of economic reforms that unleashed a wave of entrepreneurialism and heightened production.

Nominal per capita urban incomes rose from 316 yuan in 1978 to 608 yuan in 1984, increasing by 7.4 percent annually during the same period. Rural incomes grew even faster, spurred largely by sideline production, rather than collective activities. By 1984 average net per capita income for peasants was 355 yuan, two and a half times its 1978 level.

Decollectivization, higher agricultural procurement prices, and implementation of the household responsibility system have combined to narrow the gap between urban and rural income. Real per capita income for rural peasants rose 14.7 percent between 1978 and 1983, almost twice as fast as income for their urban counterparts, which increased by 7.4 percent annually during the same period.

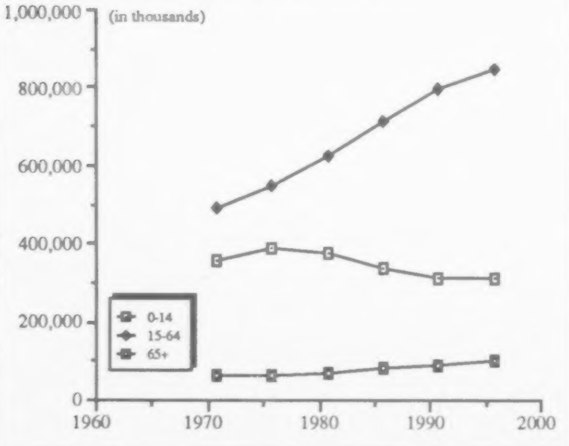
Both urban and rural income distribution shifted with impressive gains in the numbers of prosperous households. By 1984, 49 percent of urban worker and staff households had annual incomes of over 600 yuan, in contrast to only 18 percent in 1981. A similar shift occurred in the countryside. In 1983, 46 percent of peasant households earned annual incomes of 300 yuan and over, in contrast to only 7 percent of rural households in 1979.

LIMITED MARKET FOR CONSUMER GOODS AT PRESENT

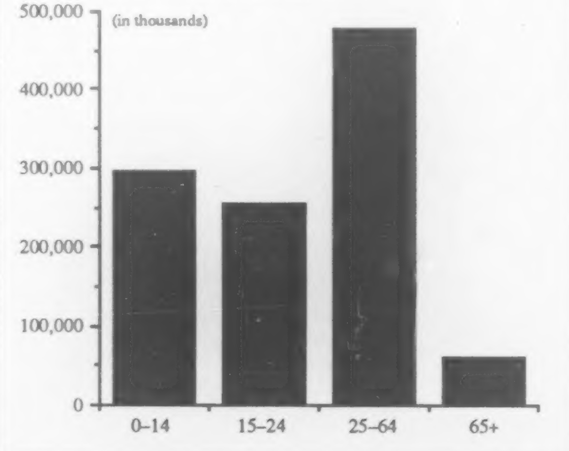
The realities of China's current consumer-goods market trail behind what many see as its large potential. Producer goods have made up 79 percent of all Chinese imports in recent years.

However, private consumption makes up 70 percent of all final demand in China, according to Jeffrey R. Taylor and Karen A. Hardee, authors of *Consumer Demand in China: A Statistical Factbook.* "The market for exports of consumer goods is clearly very limited now. Those who try to sell such commodities directly to China may well be frustrated. Still, an understanding of consumer income and expenditure trends for the country is essential to a successful marketing strategy for China, since consumer demand is the driving force behind demand for all commodities—including producer goods." Income and expenditure trend information is especially essential for business people investing in Chinese joint ventures that produce consumer goods.

China: Population by age group, 1970–1995



China: Population by age group, 1988



take a quick look at China

POPULATION DATA FOR 1988

Total population | **1,088,169,000**
Rate of population growth, calendar year 1988 (percent) | **1.3**
Lifetime births per woman (total fertility rate) | **2.2**
Birth rate (births per 1,000) | **19.4**
Death rate (deaths per 1,000) | **6.8**
Population under 15 (percent) | **27.3**
Population aged 65 or over (percent) | **5.5**
Median age | **24.7**
Percent of all women in fertile age group (aged 15–49) | **56.0**
Population density (number of persons per square kilometer) | **113**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **68 / 70**
Infant mortality rate (number of deaths per 1,000 live births) | **35**
Population per physician/per nurse | **1,730 / 1,670**
Daily calorie supply per capita (calories per person per day) | **2,602**

Education

Percent literate (male/female, total percent) | **79 / 51, 66**
Enrollment in secondary education as percent of age group (male/female) | **43 / 31**
Enrollment in higher education as percent of population aged 20–24 | **NA**

Labor force

Percent of labor force in agriculture/industry/services | **74 / 14 / 12**
Percent of population of working age (aged 15–64) | **67**
Age-dependency ratio | **49**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **76**
Enrollment in secondary education as percent of age group | **31**
Percent of married women aged 15–49 using contraceptives | **74**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural)	**21 / 79**
Population of major metropolitan areas	
Shanghai	**6,698,000**
Beijing	**5,608,000**
Average annual growth in urban areas, 1980–85 (percent)	**1.4**
Average annual growth in rural areas, 1980–85 (percent)	**1.2**

ECONOMIC INDICATORS

Annual per capita GNP (US$)	**310**
Unemployment (percent)	**1.8**

Costa Rica

THE CLIMBERS

Costa Rica is Central America's notable exception. The only Climber country in Central America, Costa Rica not only has life expectancy and infant mortality rates comparable to those of most developed countries, but has a high contraception prevalence rate and a low fertility rate. In Costa Rica, 3.2 children are born to each woman, on average, in her lifetime. In addition, medicine and education are free, with government pensions for old age, injury, and death. An impressive 22 percent of those aged 20 to 24 are enrolled in higher education and 42 percent of high school-aged students are enrolled in secondary education.

A RELATIVELY HIGH STANDARD OF LIVING

These basic demographic, educational, and health-related indicators point to a relatively high standard of living. According to the United Nations Economic Commission for Latin America, only 25 percent of Costa Ricans are poor.

However, most Costa Ricans earn little. Per capita income in 1981 was $1,476. In 1981, the most common salary range was $33 to $55 a month (earned by 25 percent of all workers). About 12 percent of workers earned $111 a month in 1981. The past 5 years have done little to improve the workers' lot. In fact, overall living standards have dropped by 12 percent in the last seven years due to austerity measures implemented to reduce the $3.6 billion debt. Paying interest on the foreign debt takes 30 percent of Costa Rica's export earnings.

The economic future for Costa Rica depends heavily on attracting foreign investment—not an easy goal in light of investors' fears of political turmoil in neighboring Nicaragua. However, the economy, helped along by rising prices for coffee, falling prices for oil, and declining interest rates, is not doing all that badly. Inflation is a controlled 12 to 13 percent and the trade deficit should run a modest $40 to $50 million this year.

> ***Young people born in the 1960s and 1970s are now entering the job market. And they will continue to do so in disproportionately large numbers through the 1990s.***

A SMALL BUT GROWING CONSUMER MARKET

Costa Rica's 2.9 million people make up a small but growing consumer group. Although population growth has slowed since the boom years of the 1950s and 1960s, Costa Rica will add another million people by the year 2000.

Costa Rica experienced rapid population growth after 1950 as mortality declined and fertility remained high. Prior to 1965, a Costa Rican woman would bear an average of 6.9 children. By 1985, this figure had dropped to 3.5 children as a result of socioeconomic development and family planning programs. As a result, growth slowed in the 1970s and

*See the January 1984 issue of **International Demographics** for in-depth consumer information about Costa Rica. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

1980s. Costa Rica's annual average population growth rate, which had been 2.71 percent during the 1930s and 1940s, jumped to 3.64 percent between 1950 and 1965 and then declined to 2.81 percent between 1965 and 1985.

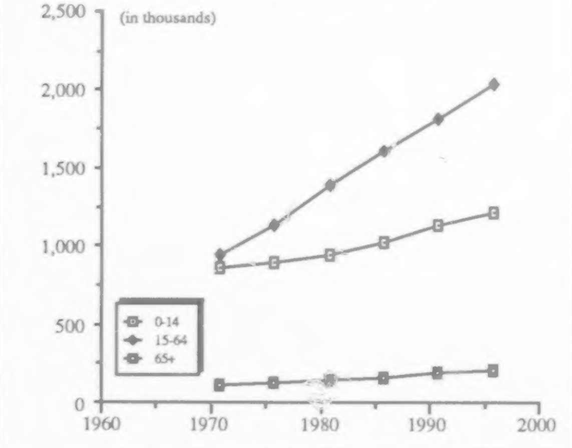
Despite reduced fertility, Costa Rica's population will continue to grow. Costa Rica's current 3.2 children per woman is well above the 2.1 children necessary for a population to replace itself. Add to this the extra-large proportions of young people entering childbearing—the legacy of past high fertility—and it comes as no surprise to hear that Costa Rica's 1988 population of 2.9 million is projected to grow to 3.4 million by the year 2000 and 4.6 million by 2020.

THE YOUTH WAVE

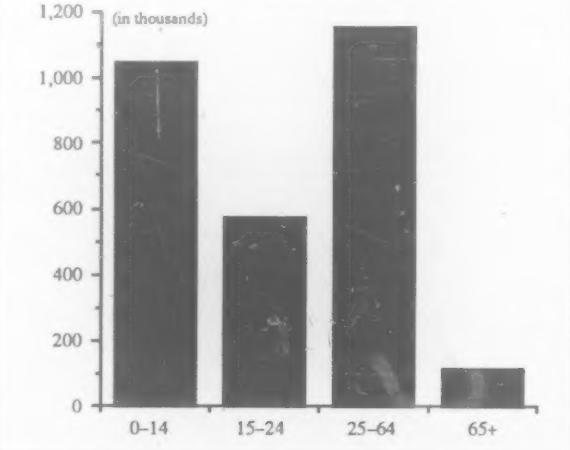
Like most Latin American countries, Costa Rica is young. About 36 percent of its 1988 population was under age 15. Costa Rica's high birthrates of the 1950s and 1960s produced a very youthful population age structure. Declining birth rates in the late 1960s, however, were responsible for reducing the proportion of youth in the population from 48 percent in 1960 to the present 36 percent.

Past high fertility puts pressure on city job markets and housing for new families now. Young people born in the 1960s and 1970s are now entering the job market. And they will continue to do so in disproportionately large numbers through the 1990s. If, as President Oscár Arias recently suggested, foreign banks re-invest part of their interest in Costa Rican export industries, or if currently prospering non-traditional exports continue doing well, Costa Rica may have a better chance at putting its surging numbers of job hunters to work.

Costa Rica: Population by age group, 1970–1995



Costa Rica: Population by age group, 1988



take a quick look at Costa Rica

POPULATION DATA FOR 1988

Total population | **2,888,000**
Rate of population growth, calendar year 1988 (percent) | **2.6**
Lifetime births per woman (total fertility rate) | **3.2**
Birth rate (births per 1,000) | **27.9**
Death rate (deaths per 1,000) | **3.6**
Population under 15 (percent) | **36.2**
Population aged 65 or over (percent) | **4.1**
Median age | **22.0**
Percent of all women in fertile age group (aged 15–49) | **51.9**
Population density (number of persons per square kilometer) | **57**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **73 / 79**
Infant mortality rate (number of deaths per 1,000 live births) | **16**
Population per physician/per nurse | **1,212 / 317**
Daily calorie supply per capita (calories per person per day) | **2,803**

Education

Percent literate (male/female, total percent) | **93 / 93, 93**
Enrollment in secondary education as percent of age group (male/female) | **40 / 45**
Enrollment in higher education as percent of population aged 20–24 | **22**

Labor force

Percent of labor force in agriculture/industry/services | **31 / 23 / 46**
Percent of population of working age (aged 15–64) | **60**
Age-dependency ratio | **67**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **24**
Enrollment in secondary education as percent of age group | **45**
Percent of married women aged 15–49 using contraceptives | **68**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **40 / 60**

Population of major metropolitan areas

- San Jose | **245,000**
- Puntarenas | **48,000**

Average annual growth in urban areas, 1980–85 (percent) | **4.2**

Average annual growth in rural areas, 1980–85 (percent) | **1.2**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **1,300**

Unemployment (percent) | **6.8**

South Korea

THE CLIMBERS

This was the year of Korea's rising middle class. Demanding politically what they had already earned economically, they threw their support behind rioting students and put Korea on the road to democratic reform.

None of this comes too soon for a country bent on transforming its manufacturing sector from a reliance on labor-intensive manufacting to capital and skill-intensive industries. Authoritarianism, which drove the early stages of Korea's industrialization, is a growing obstacle in this country.

THE RISE OF THE MIDDLE CLASS

The rise of Korea's middle class has been nothing short of phenomenal. In 1935, 95 percent of all Koreans were peasants. By 1985, two out of three Koreans lived in cities. Annual per capita GNP soared from $120 in 1965 to $2,150 in 1988 as the volume of Korea's industrial production increasd 50-fold and its exports 100-fold. In just 20 years, the number of Koreans living below the poverty line decreased from 40.9 percent of the population to 12.3 percent of the population.

Current gains have continued to be impressive. Per capita GNP grew an average of 5.9 percent annually between 1982 and 1986. Private consumption grew at 5.5 percent annually during the same period. In addition, income inequalities are slowly giving way. The income share of the bottom 40 percent of households rose from 15.4 percent in 1978 to 17.5 percent in 1986.

SERVICES IMPROVE

Korea's health services have also shown marked improvement in the six short years since 1980. More Koreans are covered by medical insurance and industrial accident insurance than ever before. About 66 percent of all Koreans are covered by medical insurance, up from only 30 percent in 1980. Forty-one percent of industrial workers are now covered by industrial accident insurance, up from 26 percent in 1980. Population per physician has decreased from 1,485 persons per physician in 1980 to 1,275 persons per physician in 1986.

Past rises in the standard of living have been nothing short of astounding.

South Korea began implementing population policies in the early 1960s, when 5.4 lifetime births per woman were the norm. By 1988, lifetime births per woman had fallen to 2.2—near the 2.1 births per woman necessary for a population to just replace itself. South Korea's 1988 population of 42.7 million people gives the country one of the highest population densities in Asia, second only to Bangladesh.

*See the April 1987 issue of **Consumer Markets Abroad** and the April 1982 issue of **International Demographics** for in-depth consumer information about South Korea. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

BABY BOOMERS FUEL POPULATION GROWTH AND CONSUMPTION

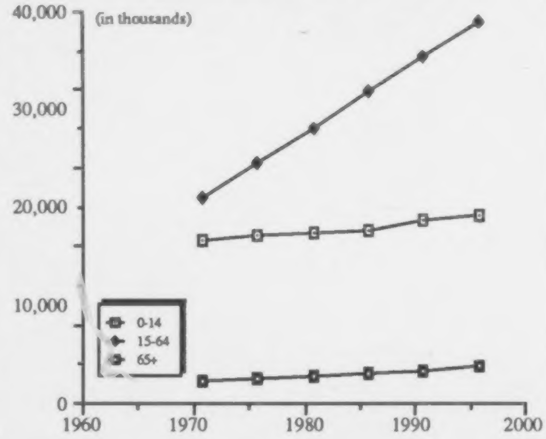
South Korea is dominated by an increasingly educated youth and a growing middle class. South Korea's demographic picture indicates expanding potential markets for overseas imports as the disproportionately large group of Korean baby boomers enter their prime spending years. Korean baby boomers number about 14 million, representing about 23 percent of the total population.

Baby boomers entering their primary childbearing years will fuel population growth, although the number of lifetime births per woman has already fallen to replacement level. Korea's 1988 population of about 42.7 million is expected to grow to 76.7 million by the year 2000 and 92.6 million by 2020.

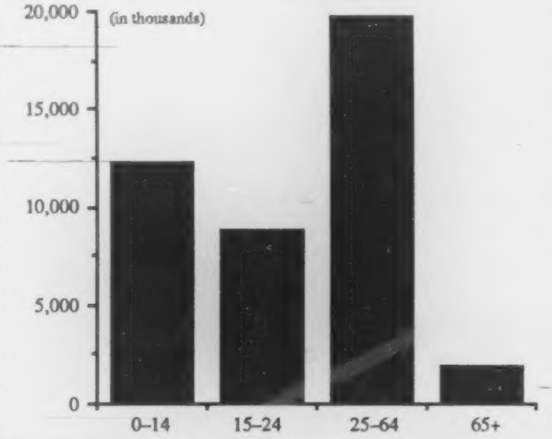
Korea has a relatively young population, with a median age of just 25.3 years. About 29 percent of the population are under age 15. The proportion of the population in their prime spending years (15 to 64) will increase from 63 percent of total population to 66 percent by the year 2000 and just over 69 percent by 2020.

It is important to note that spending patterns are influenced greatly by the Korean penchant for higher education. After the average monthly industrial wage of $325 is portioned out for necessities, the rest is often invested in education, as only primary schooling is provided free of charge. With 94 percent of Koreans of secondary school age enrolled in secondary education, this trend is pervasive.

South Korea: Population by age group, 1970–1995



South Korea: Population by age group, 1988



take a quick look at South Korea

POPULATION DATA FOR 1988

Total population | **42,733,000**
Rate of population growth, calendar year 1988 (percent) | **1.3**
Lifetime births per woman (total fertility rate) | **2.2**
Birth rate (births per 1,000) | **20.5**
Death rate (deaths per 1,000) | **6.3**
Population under 15 (percent) | **28.7**
Population aged 65 or over (percent) | **4.5**
Median age | **25.3**
Percent of all women in fertile age group (aged 15–49) | **55.2**
Population density (number of persons per square kilometer) | **434**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **66 / 72**
Infant mortality rate (number of deaths per 1,000 live births) | **25**
Population per physician/per nurse | **1,284 / 350**
Daily calorie supply per capita (calories per person per day) | **2,841**

Education

Percent literate (male/female, total percent) | **94 / 81, 88**
Enrollment in secondary education as percent of age group (male/female) | **97 / 91**
Enrollment in higher education as percent of population aged 20–24 | **26**

Labor force

Percent of labor force in agriculture/industry/services | **36 / 27 / 37**
Percent of population of working age (aged 15–64) | **67**
Age-dependency ratio | **50**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **44**
Enrollment in secondary education as percent of age group | **91**
Percent of married women aged 15–49 using contraceptives | **70**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **57 / 43**
Population of major metropolitan areas
Seoul | **13,665,000**
Pusan | **3,996,000**
Average annual growth in urban areas, 1980–85 (percent) | **4.4**
Average annual growth in rural areas, 1980–85 (percent) | **-2.8**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **2,150**
Unemployment (percent) | **4.0**

Mexico

THE CLIMBERS

Mexico began the developing-country debt drama in 1982. Since then Mexico's debt rescheduling program has lessened the debt crisis to a more manageable level by cutting government spending, increasing taxes, devaluing the peso, and curbing demand. By 1985, the government had cut spending by 25 percent in real terms, halving the budget deficit as a proportion of the GNP. Mexico also cut imports between 1982 and 1985 by $8 billion.

In response to these austerity measures, the real earnings of an industrial worker fell about 40 percent and the economy contracted sharply. Per capita consumption fell by 1.4 percent annually between 1980 and 1984. GDP fell by 0.7 percent annually over the same period, making people poorer and putting political pressure on the government. Solutions seem designed to provide breathing space rather than any real way out of what appears to be a chronic economic problem.

Mexico's demographics only aggravate this situation. Hyper-urbanized (22 percent of Mexicans live in Mexico City) and young (39 percent of Mexicans are under age 15), Mexico faces an ongoing struggle to provide housing and jobs in the cities. Rapid urbanization means that 66 percent of Mexico's population lives in urban areas, up from 26 percent in 1950.

Before the early 1970s, when the Mexican government introduced family planning, the average Mexican woman had 6.8 lifetime births. The population grew rapidly from about 27 million people in 1950 to 43.5 million in 1965. Deaths also declined with the introduction of modern medicine.

Between 1950 and 1965, the population grew at an average annual rate of 3.09 percent. Population growth slowed to 2.98 percent between 1965 and 1985, as lifetime births fell to 4.6 per woman between 1980 and 1985. Fertility is projected to fall further to 2.9 lifetime births per woman in the year 2000 and 2.3—near replacement level—in 2010.

> ***Rapid urbanization means that 66 percent of Mexico's population lives in urban areas, up from 26 percent in 1950.***

However, with population momentum, the population will continue to grow rapidly from 70 million in 1980 to 112 million in the year 2000 as high proportions of Mexican youth enter childbearing ages.

JOB CREATION: AN ENORMOUS TASK FOR MEXICAN INDUSTRY

Each year between 700,000 and 800,000 young people look for work in Mexico. Most look in the city. While Mexico's total population increases at about 2 percent a year, the labor force—those working or looking for work—grows at about 3.4 percent.

With youth populations growing especially fast, strong pressure on city job markets

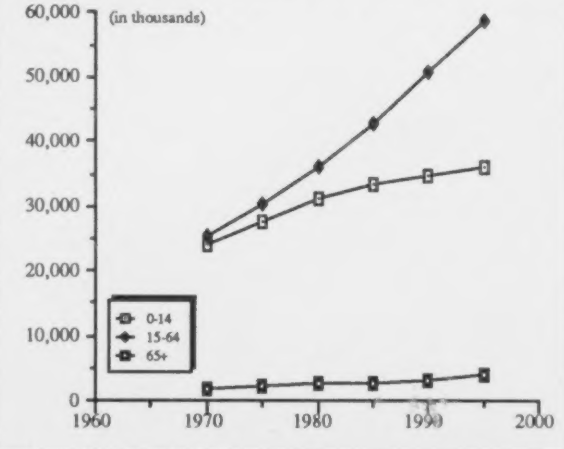
*See the February 1987 issue of **Consumer Markets Abroad** and the October 1982 issue of **International Demographics** for in-depth consumer information about Mexico. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

and housing will continue into the next century. The number of people aged 15 and over working or looking for work is expected to more than double between 1980 and the year 2000, from 20 million to 42 million. About 20 percent of Mexico's 1985 population were aged 15 to 24. A whopping 42 percent were under age 15.

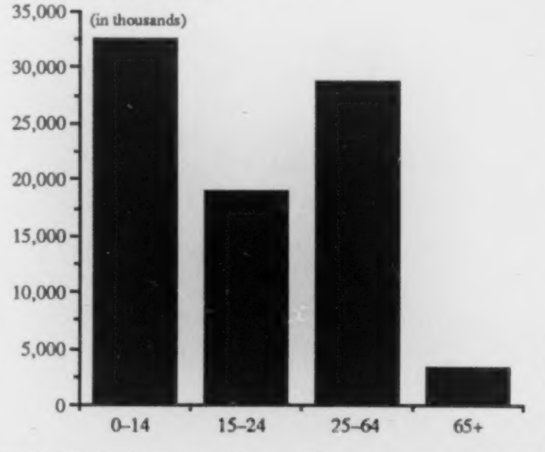
Job growth must happen in the cities. With urban population tripling from 30.5 million in 1970 to 84.6 million in the year 2000, and the nonagricultural labor force quadrupling, the demand for urban jobs will be an ongoing problem. In addition, fulfilling the expectations of youth fed by increased education and media exposure in an economy characterized by a modernized, high-income sector is extremely difficult.

Mexico's track record does not give rise for any high hopes. World Bank figures from 1977 (the Mexican census does not ask about income) show that the top 20 percent of households controlled 58 percent of total income (of which the top 10 controlled 41 percent), with the bottom 20 percent of households controlling only 3 percent of total income. Unequal income distribution combined with hyper-urbanized population distribution aggravate Mexico's job market outlook.

Mexico: Population by age group, 1970–1995



Mexico: Population by age group, 1988



take a quick look at Mexico

POPULATION DATA FOR 1988

Total population | **83,528,000**
Rate of population growth, calendar year 1988 (percent) | **2.0**
Lifetime births per woman (total fertility rate) | **3.3**
Birth rate (births per 1,000) | **27.9**
Death rate (deaths per 1,000) | **5.8**
Population under 15 (percent) | **38.8**
Population aged 65 or over (percent) | **4.1**
Median age | **19.6**
Percent of all women in fertile age group (aged 15–49) | **50.3**
Population density (number of persons per square kilometer) | **42**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **67 / 73**
Infant mortality rate (number of deaths per 1,000 live births) | **44**
Population per physician/per nurse | **1,200 / 715**
Daily calorie supply per capita (calories per person per day) | **3,177**

Education

Percent literate (male/female, total percent) | **86 / 80, 83**
Enrollment in secondary education as percent of age group (male/female) | **56 / 53**
Enrollment in higher education as percent of population aged 20–24 | **15**

Labor force

Percent of labor force in agriculture/industry/services | **37 / 29 / 35**
Percent of population of working age (aged 15–64) | **57**
Age-dependency ratio | **75**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **31**
Enrollment in secondary education as percent of age group | **53**
Percent of married women aged 15–49 using contraceptives | **50**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **66 / 34**

Population of major metropolitan areas

- Mexico City | **16,901,000**
- Guadalajara | **2,746,000**

Average annual growth in urban areas, 1980–85 (percent) | **3.6**

Average annual growth in rural areas, 1980–85 (percent) | **0.5**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **2,080**

Unemployment (percent) | **4.5**

Peru

THE CLIMBERS

Ever since Peru's President Alan Garcia refused to spend more than 10 percent of the country's income servicing its foreign debt, all eyes have been focused on the Peruvian economy. So far, so good, say analysts who point to Peru's expected growth rate for 1987 of 6 percent. But with creditor bank relations icy and access to the International Monetary Fund cut off, businessmen remain skeptical about Peru's longer term economic picture.

Peru's problems are not new, although they came to the fore when the Latin American debt crisis began. Public-sector loans made to Peru between 1970 and 1985 mainly financed food imports and military expenditures. Analysts estimate that only about 10 percent of the loans were used productively to create jobs. Peruvian officials also employed many new workers in government rather than in private-sector jobs. About half of all salaried workers sit behind government desks.

GROWTH AND AGE STRUCTURE INTENSIFY

Peru's demographic picture compounds its economic problems. Consistently high fertility combined with rapidly dropping mortality led to sustained, rapid population growth just after World War II. In 1950, Peru's population numbered 7.6 million people. By 1970, the population had surged to 13.1 million, and by 1987 to 21.2 million people.

And although the population growth rate is slowing and the birth rate is edging downward, the disproportionately large numbers of youth entering their childbearing ages well into the twenty-first century will keep up the demographic pressure. The population growth rate is expected to fall slightly from its present 2.5 percent to about 2.1 percent in the year 2000. However, population will continue to climb from its current 21.3 million to 28.1 million in the year 2000 and to 40.3 million in 2020.

> ***The Peruvian population will remain young well into the twenty-first century. About 40 percent of all Peruvians are under age 15.***

Peruvian women in the 1950s commonly bore about seven children. By the early 1970s, the number of lifetime births had fallen to about six births per woman. It was not until the early 1980s that fertility had come down to five children per woman—still a very high fertility rate.

The Peruvian population will remain young well into the twenty-first century. About 40 percent of all Peruvians are under age 15. This proportion will decrease somewhat to about 36 percent of the total population by the year 2000. Those aged 15 to 64, who now make up about 56 percent of Peru's total population, are expected to increase to 60 percent of the population by the year 2000. The proportion of those over age 65 will remain small, reaching 4.3 percent of the

See the June 1983 issue of ***International Demographics*** *for in-depth consumer information about Peru. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

total population by the year 2000, up from 3.6 percent of the total population at present.

PERU'S MEGACITY: LIMA

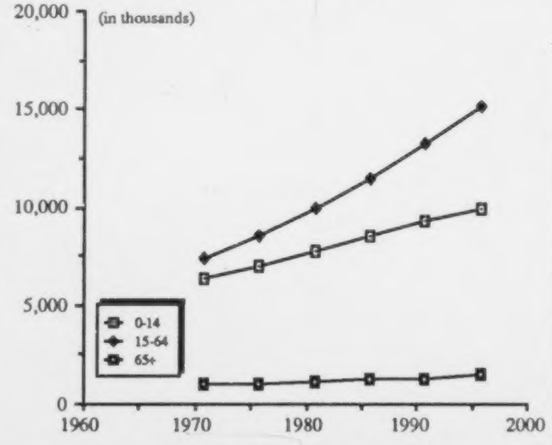
So many young people entering their childbearing and family formation years will place severe pressures on already stressed urban job markets, services, and housing. Much of the pressure will mount in Peru's capital city, Lima.

Lima is Latin America's sixth largest metropolitan area—with about 4.5 million people in Peru's 1981 census year and a projected 5.4 million in 1988. This city commands a disproportionate share of Peru's population and wealth. Accounting for nearly 30 percent of Peru's entire population and about 42 percent of its urban population in 1981, Lima typifies the uniqueness of Latin America's urban system. Compared to other developing regions in the world, Latin America is city- rather than village-oriented. By far the most urbanized of the world's developing regions, Latin America is characterized by large-city growth.

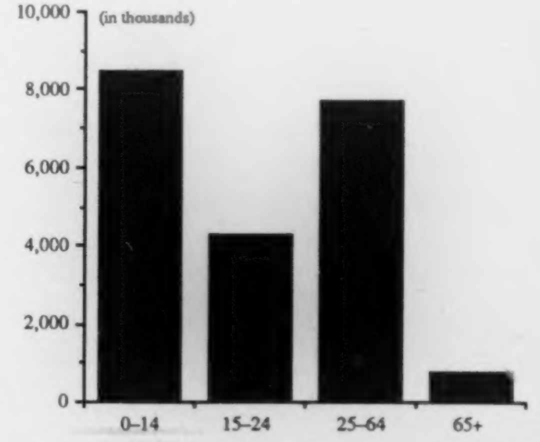
Lima is typical of such growth. Lima's 1940 population represented about 10 percent of the total Peruvian population. By 1961, this proportion had risen to 18 percent, by 1972 to about 24 percent, and to nearly 30 percent by 1981. Although this trend continues, Lima's urban primacy is waning with the growth of some regional centers like Trujillo and Chimbote. Nevertheless, Lima is still almost 10 times as large as the country's next ranking cities, Trujillo on the northern coast and Arequipa in the south.

Lima's predominance is not limited to population alone. It is Peru's most economically important area, accounting for 43 percent of Peru's GDP, 70 percent of its industrial income, 66 percent of its labor force, and 95 percent of all financial transactions. However, as mentioned earlier, Lima's rapid urban growth puts increasingly severe pressures on the city's services, housing, and job market, leading to extreme differences in lifestyle between rich and poor.

Peru: Population by age group, 1970–1995



Peru: Population by age group, 1988



take a quick look at Peru

POPULATION DATA FOR 1988

Total population | **21,269,000**
Rate of population growth, calendar year 1988 (percent) | **2.5**
Lifetime births per woman (total fertility rate) | **4.5**
Birth rate (births per 1,000) | **34.3**
Death rate (deaths per 1,000) | **9.2**
Population under 15 (percent) | **39.8**
Population aged 65 or over (percent) | **3.6**
Median age | **19.8**
Percent of all women in fertile age group (aged 15–49) | **48.5**
Population density (number of persons per square kilometer) | **17**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **60 / 64**
Infant mortality rate (number of deaths per 1,000 live births) | **88**
Population per physician/per nurse | **1,236 / 894**
Daily calorie supply per capita (calories per person per day) | **2,171**

Education

Percent literate (male/female, total percent) | **90 / 74, 82**
Enrollment in secondary education as percent of age group (male/female) | **68 / 61**
Enrollment in higher education as percent of population aged 20–24 | **22**

Labor force

Percent of labor force in agriculture/industry/services | **40 / 18 / 42**
Percent of population of working age (aged 15–64) | **57**
Age-dependency ratio | **77**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **27**
Enrollment in secondary education as percent of age group | **61**
Percent of married women aged 15–49 using contraceptives | **46**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **65 / 35**

Population of major metropolitan areas

- Lima | **5,447,000**
- Trujillo | **421,000**

Average annual growth in urban areas, 1980–85 (percent) | **3.5**

Average annual growth in rural areas, 1980–85 (percent) | **0.9**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **1,010**

Unemployment (percent) | **10.9**

Philippines

THE CLIMBERS

Uncertainty still surrounds the two year old Aquino government. Struggles with quarrelling ministers, military malcontents, and communist groups have eroded some of Aquino's credibility.

The best news so far has been the slow recovery of the Philippine economy. Exports grew in 1987, rising 13 percent in the first 8 months of 1987 from a year earlier to $3.6 billion. However, the trade gap is still widening, with imports up 23 percent to $4.1 billion. This $600 million gap causes some concern, but it is small compared to the $2 billion gap of just five years ago.

FILIPINO FAMILIES LOSE OUT

Despite the overall positive performance of the Philippine economy in the last decade—GDP grew at an annual rate of 2.3 percent, jumping from $18 billion to $26.6 billion between 1976 and 1986—recent years have not been good for the average Filipino. With declines in world prices for Philippine sugar and copper, increases in debt-servicing payments, a flight of capital, and declines in domestic and overseas investments, GDP growth, which averaged 5.1 percent annually during the 1960s and 6 percent annually during the 1970s, began its decline to 3.2 percent in 1983 and -5.5 percent in 1984.

As a result, mean family income has declined about 46 percent in real terms since 1981. Per capita GNP in 1985 was only $580. Income distribution remains dramatically uneven, with the highest 20 percent of households garnering about 50 percent of total income.

At present, 60 percent of all Filipino households are considered to be below poverty level, or unable to meet basic needs. Demographic pressures exacerbate this picture. Recent findings point to some disturbing trends, not the least of which is a turnaround of what appeared to be a successful family planning program.

> ***At present, 60 percent of all Filipino households are considered to be below poverty level, or unable to meet basic needs.***

FAMILY PLANNING STALLED

Family planning, which increased substantially in the 1970s, stalled in the 1980s. The 1983 National Demographic Survey found the National Population Program unable to cope with the increasing numbers of women entering their childbearing ages. As a result, the desired changes in reproductive behavior of Filipino couples have not taken place.

Rapid population growth has been an ongoing problem for the Philippines since post-war mortality rates decreased and the average number of lifetime births for Filipino women remained high. In 1975, the average number of lifetime births stood at 5.2. Fertility declined to 4.7 children per woman in

*See the June 1987 issue of **Consumer Markets Abroad** for in-depth consumer information about the Philippines. Back issues are $16 ech and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

1986. However, this number of lifetime births per woman is still well above the 2.1 children per woman needed to simply replace the population.

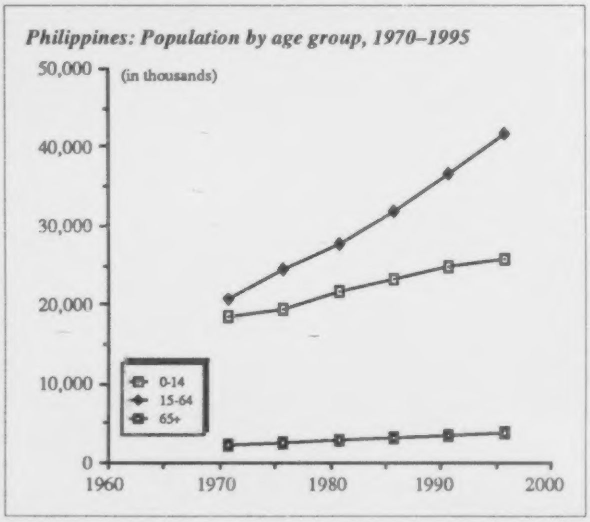
Because of continued high fertility, the population will continue to grow rapidly, from 63.2 million in 1988 to 85.5 million in the year 2000 and 107 million in 2010, placing unrelenting demographic pressures on the country. Fertility should decline to about 4.1 births per woman by the year 2000, but not nearly enough to stabilize the population.

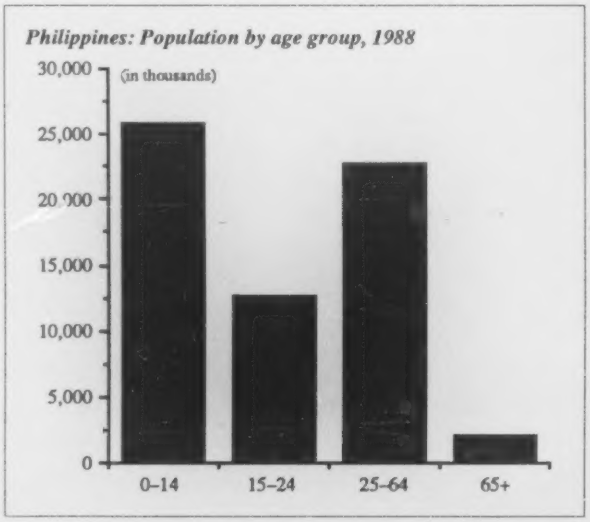
YOUTH ADD PRESSURE TO URBAN JOB MARKET AND HOUSING

A major source of concern is the pressure for urban jobs and housing as the disproportionately large group of Filipino youth enter their childbearing ages. At present about 41 percent of the population are under 15. More important for short-term job market expansion is the 20 percent of the Filipino population aged 15 to 24.

Adequately employing the growing numbers of those just entering the labor force is a major task for the struggling Filipino economy. In just 14 years, the 30 million people over age 15—of which 19 million are in the labor force—will swell to about 47 million, with an estimated labor force of almost 32 million. Providing an additional 13 million jobs in a short 14-year span when the current 19 million workers are not yet adequately employed may be an unreachable goal.

Already, metro Manila reported a 16.3 percent unemployment rate in 1986 with about 43 percent of those working considered underemployed. In addition, because of the high cost of land, low household incomes, and a scarcity of housing finance, at least two-thirds of all new housing in Manila is illegal and uncontrolled, according to government estimates.


Philippines: Population by age group, 1970–1995


Philippines: Population by age group, 1988

take a quick look at Philippines

POPULATION DATA FOR 1988

Total population | **63,199,000**
Rate of population growth, calendar year 1988 (percent) | **2.7**
Lifetime births per woman (total fertility rate) | **4.7**
Birth rate (births per 1,000) | **34.8**
Death rate (deaths per 1,000) | **6.9**
Population under 15 (percent) | **40.8**
Population aged 65 or over (percent) | **3.3**
Median age | **19.4**
Percent of all women in fertile age group (aged 15–49) | **48.7**
Population density (number of persons per square kilometer) | **210**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **63 / 68**
Infant mortality rate (number of deaths per 1,000 live births) | **49**
Population per physician/per nurse | **1,143 / 2,590**
Daily calorie supply per capita (calories per person per day) | **2,341**

Education

Percent literate (male/female, total percent) | **84 / 83, 83**
Enrollment in secondary education as percent of age group (male/female) | **65 / 71**
Enrollment in higher education as percent of population aged 20–24 | **29**

Labor force

Percent of labor force in agriculture/industry/services | **52 / 16 / 33**
Percent of population of working age (aged 15–64) | **56**
Age-dependency ratio | **79**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **50**
Enrollment in secondary education as percent of age group | **71**
Percent of married women aged 15–49 using contraceptives | **33**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **37/63**
Population of major metropolitan areas
  Manila | **8,485,000**
  Quezon | **1,326,000**
Average annual growth in urban areas, 1980–85 (percent) | **3.6**
Average annual growth in rural areas, 1980–85 (percent) | **1.7**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **580**
Unemployment (percent) | **6.1**

Portugal

THE CLIMBERS

Portugal's entry into the European Economic Community is expected to change life in that country, albeit slowly. But it has a long struggle before it catches up to most of its EEC country counterparts.

COMPETITION AND EEC MEMBERSHIP

About a quarter of the labor force in Portugal work in agriculture; even that is not enough to produce the food that its residents need. Most of the farms are small, and even the large farms are ill-equipped and inefficient. Half of its food must be imported even in good times, so it is likely that improving agricultural efficiency will be high on the agenda for this country in the next few years.

Because it must compete with others in the EEC, Portugal must upgrade and modernize its food packaging and processing equipment. When people first begin to increase their incomes, they often purchase a greater variety of foods, in more convenient forms and packages. If Portugal's own producers are not to lose market share to other EEC countries, they must be able to either add value to imported foods or provide more attractive food from their own farms and processors.

Only 38 percent of the labor force work in services, a relatively low proportion compared with other EEC countries. No doubt this field will grow relatively quickly, again as Portuguese industry attempts to modernize and compete with other EEC firms. Computerization will be necessary in many cases.

About 37 percent of Portugal's labor force work in manufacturing. The textiles industry is especially important to the economy, but it too will need to modernize in order to gain from Community membership.

> ***Households in Portugal are less likely to have the amenities commonly found in the households of other European countries.***

THE RURAL LIFE

Nearly 74 percent of Portugal's 10.3 million people live in rural areas. Its largest city is Lisbon, with about 807,000 people. The next largest is Porto, with about 330,000. All other Portuguese cities have fewer than 100,000 inhabitants. Even so, its population density is 113 persons per square kilometer, making it similar in density to more technologically advanced and populous countries such as France, and slightly more crowded than neighboring Spain.

Households in Portugal are less likely to have the amenities commonly found in the households of other European countries. The rural character of Portugal is responsible in part for the fact that only 73 percent of households are served by electricity, only 58 percent have piped-in water, 63 percent a

See the November 1987 issue of ***Consumer Markets Abroad*** *for in-depth consumer information about Portugal. Back issues are $16 and are available by calling toll free, 800-828-1133; in New York call 800-462-8686* toilet, and 47 percent a shower or bath. Nearly 100 percent of new homes have piped water and a bathroom, even though only 4 percent have central heating. Space-heating equipment could be an important consumer item in Portugal for some time.

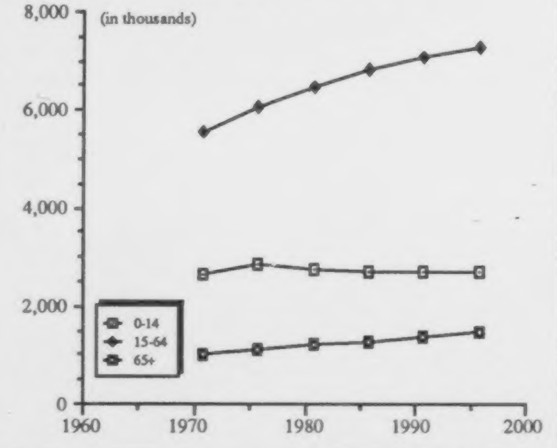
Households in Portugal do not have high rates of ownership of consumer goods. Sixty-six percent of households have a black and white television, but only 17 percent have a color television. About 70 percent of households have a refrigerator, but only 15 percent have a deep freeze. About 30 percent of households have a washing machine. Less than half of Portuguese households own items such as electric shavers, sewing machines, and record players.

A FOCUS ON PRIMARY HEALTH CARE

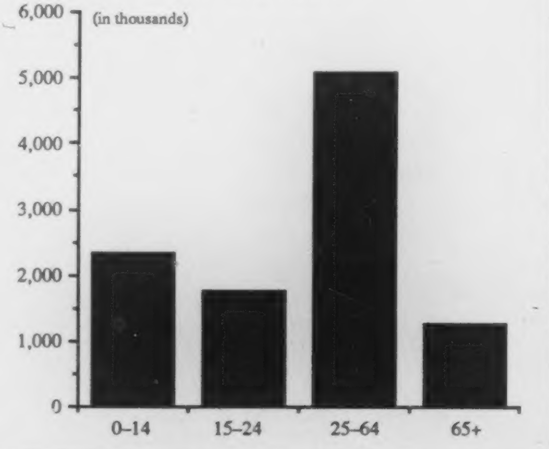
Most EEC countries are concerned about health care, as their populations are aging fast. In the case of Portugal, however, the focus is placed on improving primary health care for the entire population, one-quarter of which is aged 0 to 14. Only about 12 percent of the population is aged 65 and over. Life expectancy is 70 for men and 78 years for women.

The median age is 32 years, so a quarter of the Portuguese population are in the prime years for secondary education and for family formation. This significant pool of people entering their high spending years, just as Portugal becomes affiliated with the European Economic Community, could open up a sizeable market for household furnishings, small and large appliances, and consumer electronics, many of which are not manufactured in Portugal.

Portugal: Population by age group, 1970–1995



Portugal: Population by age group, 1988



take a quick look at Portugal

POPULATION DATA FOR 1988

Total population | **10,388,000**
Rate of population growth, calendar year 1988 (percent) | **0.7**
Lifetime births per woman (total fertility rate) | **1.8**
Birth rate (births per 1,000) | **14.5**
Death rate (deaths per 1,000) | **9.5**
Population under 15 (percent) | **22.4**
Population aged 65 or over (percent) | **12.0**
Median age | **31.9**
Percent of all women in fertile age group (aged 15–49) | **48.5**
Population density (number of persons per square kilometer) | **113**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **70 / 78**
Infant mortality rate (number of deaths per 1,000 live births) | **16**
Population per physician/per nurse | **451 / 994**
Daily calorie supply per capita (calories per person per day) | **3,161**

Education

Percent literate (male/female, total percent) | **85 / 75, 79**
Enrollment in secondary education as percent of age group (male/female) | **43 / 51**
Enrollment in higher education as percent of population aged 20–24 | **12**

Labor force

Percent of labor force in agriculture/industry/services | **26 / 37 / 38**
Percent of population of working age (aged 15–64) | **66**
Age-dependency ratio | **52**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **44**
Enrollment in secondary education as percent of age group | **51**
Percent of married women aged 15–49 using contraceptives | **66**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural)	**26 / 74**
Population of major metropolitan areas	
Lisbon	**807,000**
Porto	**327,000**
Average annual growth in urban areas, 1980–85 (percent)	**1.8**
Average annual growth in rural areas, 1980–85 (percent)	**0.2**

ECONOMIC INDICATORS

Annual per capita GNP (US$)	**1,970**
Unemployment (percent)	**8.5**

Puerto Rico

THE CLIMBERS

Although officially part of the U.S., many companies include Puerto Rico among their international markets. Puerto Rico's population is now young, but it won't remain that way for long. As fertility continues to decline and the baby boomers enter the ranks of the elderly, the proportion of those aged 65 and over will increase dramatically by 2025.

The proportion of the elderly will increase from about 8 percent in 1980 to an estimated 12.5 percent in 2025. At the same time, the proportion of the young—those aged under 15—is expected to drop from 31.6 percent in 1950 to roughly 21.4 percent in 2025.

Puerto Rico belongs to the group of youthful countries in which both fertility—the number of children a woman would commonly bear in her lifetime—and mortality began to decline in the 1950s. In the 1950s, women commonly bore 5 children. By the early 1970s, however, 3 children was the norm. The fertility rate between 1980 and 1985 averaged 2.6 children per woman. This trend is expected to continue with fertility dropping further to 2.1 children per woman in 1988.

But Puerto Rico's population will not stabilize at this time even though couples will be bearing only enough children to reproduce themselves. Because large numbers of those born in past high fertility periods are currently entering their childbearing years, the population is projected to grow from an estimated 3.4 million in 1985 to 4.2 million in the year 2000 and to 5.2 million in 2025.

However, outmigration is an important factor when assessing future population estimates for Puerto Rico. Puerto Rico has been growing at a relatively slow pace in recent years due partly to net outmigration. Puerto Rico's 1983 population, for example, was 3.3 million people. Between 1980 and 1983, Puerto Rico's population grew by 70,000. This change was made up of 229,000 births and 69,000 deaths, with a loss of 90,000 people through migration. The growth rate for the period 1980 to 1983 was a relatively low 2.2 percent, partly because of this high net outmigration.

> ***Puerto Rico belongs to the group of youthful countries in which both fertility and mortality began to decline in the 1950s.***

URBAN GROWTH OUTPACES RURAL GROWTH

Urban and rural areas show many demographic differences. The countryside is more youthful and households are larger than those found in the cities. In 1980, those under age 18 made up about 37 percent of the urban population, but 42 percent of the rural population. Median age was younger in rural than urban areas—22.5 years and 25.6 years respectively. Household size was larger in rural areas, with an average of 4 persons per household as compared to 3.5 persons in the cities. The cities accounted for about twice as many households as the countryside—599,535 and 268,162 households respectively in 1980. Urban growth far surpassed rural growth between 1970 and 1980. In just 10 years, urban areas grew by about 36 percent while rural areas decreased in population by about 7 percent. This trend is expected to continue with the percentage of the population living in urban areas projected to grow from 67 percent of the total population in 1980 to 85 percent of the population in the year 2000.

Nearly 2.6 million people lived in Puerto Rico's metropolitan areas in 1983, and 690,000 lived in nonmetro areas. Puerto Rico has four metropolitan statistical areas. The fastest growing in the early 1980s was Mayaguez on the western coast. It grew 4.8 percent between 1980 and 1983. Despite its high growth rate, however, Mayaguez has a total population of only 210,000.

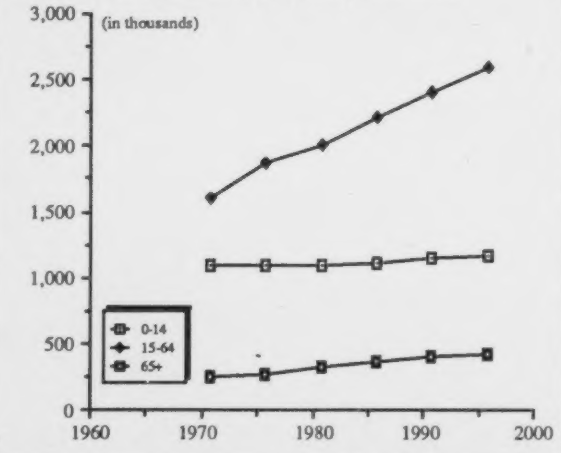
Aquadilla grew only about 0.5 percent during the period to 153,500 people. The Arecibo Metropolitan Statistical Area (MSA) grew 1.6 percent to 162,900 people, and the largest MSA, Ponce, grew by 1.7 percent to 234,000 people.

The only Consolidated Metropolitan Statistical Area (CMSA) is San Juan-Caguas with a population of 1.8 million residents. The fastest growing areas within the San Juan Primary Metropolitan Statistical Area (PMSA) between 1980 and 1983 include the city of Loiza, up 17.8 percent to 24,600 people; Rio Grande, up 9 percent to 37,400 people; Florida, up 7.8 percent to 7,800 people; Humacao, up 6.4 percent to 49,200 people; Corozal, up 6.4 percent to 30,000 people; Toa Alta, up 5.5 percent to 33,700 people; Dorado, up 5.4 percent to 26,900 people; and Juncos, up 5.2 percent to 26,700 people.

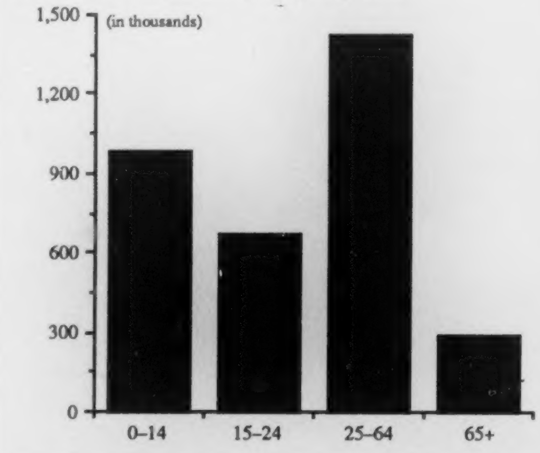
HOUSING SHOWS IMPROVEMENT

Multi-unit structures and mobile homes are increasingly housing Puerto Rico's growing population. Between 1970 and 1980, the number of households living in single-family homes grew by 33 percent while households in multi-unit structures increased 65 percent. The number of households living in mobile homes or trailers increased by over 100 percent. By 1980, about 16 percent of Puerto Rican homes had air conditioning.

Puerto Rico: Population by age group, 1970–1995



Puerto Rico: Population by age group, 1988



take a quick look at Puerto Rico

POPULATION DATA FOR 1988

Total population | **3,359,000**
Rate of population growth, calendar year 1988 (percent) | **0.8**
Lifetime births per woman (total fertility rate) | **2.1**
Birth rate (births per 1,000) | **18.8**
Death rate (deaths per 1,000) | **6.5**
Population under 15 (percent) | **29.2**
Population aged 65 or over (percent) | **8.7**
Median age | **25.6**
Percent of all women in fertile age group (aged 15–49) | **51.8**
Population density (number of persons per square kilometer) | **378**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **71/79**
Infant mortality rate (number of deaths per 1,000 live births) | **17**
Population per physician/per nurse | **907/256**
Daily calorie supply per capita (calories per person per day) | **NA**

Education

Percent literate (male/female, total percent) | **90/88, 89**
Enrollment in secondary education as percent of age group (male/female) | **NA**
Enrollment in higher education as percent of population aged 20–24 | **45**

Labor force

Percent of labor force in agriculture/industry/services | **5/18/77**
Percent of population of working age (aged 15–64) | **62**
Age-dependency ratio | **61**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **NA**
Enrollment in secondary education as percent of age group | **NA**
Percent of married women aged 15–49 using contraceptives | **70**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **71 / 29**

Population of major metropolitan areas

- San Juan | **1,816,000**
- Ponce | **234,000**

Average annual growth in urban areas, 1980–85 (percent) | **2.6**

Average annual growth in rural areas, 1980–85 (percent) | **-0.9**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **5,573**

Unemployment (percent) | **21.8**

Taiwan

THE CLIMBERS

Exporters enjoyed another boom year in Taiwan, with exports rising 39 percent in the first 8 months of 1987 from a year earlier to $39.5 billion. The trade surplus in 1987 is expected to reach $19 billion, topping the 1986 figure of $15 billion. Continued good news for Taiwanese exporters may spell trouble on the horizon, however.

Growth prospects may be threatened by protectionist feeling in the U.S., which buys half of Taiwan's exports. In addition, Taiwan's high level of foreign-exchange reserves—about $40 billion—could not only raise American ire abroad but spur inflation at home.

Despite these looming problems, long-term growth should benefit from the increased employment, capital investment, and transfer of technologies that Japan has brought by moving some production facilities to Taiwan.

But far from being just a manufacturing colony of the U.S. and Japan, Taiwan is setting its sights on designing, producing, and marketing its own proprietary products.

AN EXPANDING MIDDLE-CLASS MARKET

Demographic projections for Taiwan indicate expanding markets for overseas imports, as household income rises with Taiwan's economic fortune. Growth in per capita GDP, averaging 7.6 percent between 1976 and 1986, far outstripped Taiwan's population growth, which hovered around 2.2 percent in the 1970s and 1.9 percent in the early 1980s. And although Taiwan's population growth has slowed from 2.2 percent in 1971 to 1.2 percent in 1988, the population will continue to grow from its estimated 1988 population of 20 million people to 24.8 million by the year 2000 and 33.3 million by 2020.

> ***Every year the average Taiwanese gets richer, at a rate almost three times as fast as the average American.***

Taiwan's population is relatively young with one out of every two Taiwanese under age 24. However, with the number of lifetime births per woman projected to decrease from 2.3 in 1980 to 2.07 in 2005 (just under replacement level of 2.1 births per woman), the proportion of children (aged under 15) and youth (aged 15 to 24) in the total population will fall sharply by the year 2000. Both of these groups will increase in actual numbers, although their share of the total population will fall, from 32 percent of the population in 1980 to 23 percent of the population in 2005 for children aged under 15, and from 22 percent of the population in 1980 to 16.8 percent of the population in 2005 for youth aged 15 to 24. Concurrently, those aged 60 and over will increase proportionately, from 6.8 percent of the total population in 1980 to 11.4 percent of the total population in 2005.

See the March 1984 issue of ***International Demographics*** *for in-depth consumer information about Taiwan.*
Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.

GETTING RICHER

Every year the average Taiwanese gets richer, at a rate almost three times as fast as the average American. Even so, today's Taiwanese are a lot poorer than their American counterparts, with average incomes less than one-fifth of those in the U.S. If real incomes in the two countries continue to grow at their present rates (2 percent a year for Americans and just over 6 percent a year for Taiwanese) Taiwanese will be richer than Americans by the year 2023.

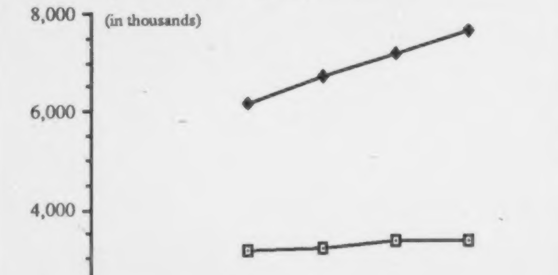
Part of the trend toward expanding household incomes results from increased women's participation in the workforce. About 54.6 percent of Taiwanese women work—a rate comparable to West Germany's 51.7 percent, Korea's 44 percent, and Singapore's 48 percent.

TAIWAN'S BRAIN DRAIN

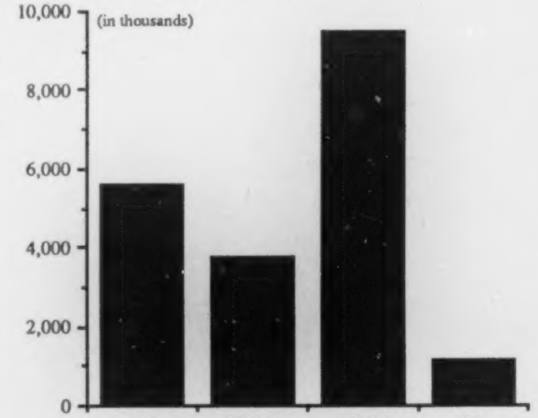
The Taiwanese call them CEOs—Chinese Entrepreneurs Overseas. CEOs are really the 50,000 nationals who went overseas for an education and never returned. The big reason they stay away is money—technical professionals abroad can earn much more than the $400 a month a Taiwanese electrical engineer makes at home.

Another reason a Taiwanese will stay abroad is the country's lack of seats in institutions of higher learning. At present, universities can only accommodate one-third of Taiwan's high school graduates. And although great strides have been made in increased enrollment of children at older ages—59 percent of those aged 12 to 14 were enrolled in 1980, up from only 34 percent in 1966—college-age enrollments have remained fairly consistent with 16 percent of those aged 18 to 24 in college in 1980, an increase of only 2 percent over 1966.

Taiwan: Population by age group, 1970–1995



Taiwan: Population by age group, 1988



take a quick look at Taiwan

POPULATION DATA FOR 1988

Total population | **20,004,000**
Rate of population growth, calendar year 1988 (percent) | **1.2**
Lifetime births per woman (total fertility rate) | **1.8**
Birth rate (births per 1,000) | **16.9**
Death rate (deaths per 1,000) | **5.1**
Population under 15 (percent) | **28.2**
Population aged 65 or over (percent) | **5.7**
Median age | **26.5**
Percent of all wowen in fertile age group (aged 15–49) | **55.6**
Population density (number of persons per square kilometer) | **620**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **71 / 76**
Infant mortality rate (number of deaths per 1,000 live births) | **18**
Population per physician/per nurse | **858 / 320**
Daily calorie supply per capita (calories per person per day) | **NA**

Education

Percent literate (male/female, total percent) | **92 / 78, 86**
Enrollment in secondary education as percent of age group (male/female) | **NA / NA**
Enrollment in higher education as percent of population aged 20–24 | **16**

Labor force

Percent of labor force in agriculture/industry/services | **18 / 33 / 49**
Percent of population of working age (aged 15–64) | **66**
Age-dependency ratio | **51**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **55**
Enrollment in secondary education as percent of age group | **NA**
Percent of married women aged 15–49 using contraceptives | **72**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **66 / 34**

Population of major metropolitan areas

- Taipei | **5,550,000**
- Kaohsiung | **1,260,000**

Average annual growth in urban areas, 1980–85 (percent) | **NA**

Average annual growth in rural areas, 1980–85 (percent) | **NA**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **2,360**

Unemployment (percent) | **2.1**

Thailand

THE CLIMBERS

Thailand is enjoying a manufacturing boom in the second year of economic recovery. Exports are rising, fueled by cheap labor and a cheap but stable currency. The Bank of Thailand projects that 1987 exports will rise 17 percent from 1986 to $10.3 billion, and imports will rise 27 percent from 1986 to $11.8 billion.

A YOUNG, EXPANDING MARKET

Thailand's population is predominantly young, with 34 percent of the population under age 15. Another 22 percent are between the ages of 15 and 24. This means that about one out of every two Thais are under age 24. Because of sustained high fertility in the 1960s and 1970s, the Thai population will remain basically young well into the twenty-first century.

The number of lifetime births per woman fell from 6.2 children per woman in the 1960s, to 4.6 in the 1970s, and to about 3.5 in the early 1980s. Although the average number of lifetime births per woman has fallen to a low of 2.8 in 1988, the population will continue to grow as the large number of persons born during past high fertility periods reach their childbearing ages.

Thailand's 1988 population of 54.6 million people is projected to grow to 65.5 million by the year 2000 and 81.5 million by 2020. Fertility is not expected to reach replacement level—the 2.1 children per woman needed to stabilize population growth—until 2010.

RAPID URBANIZATION CAUSES PROBLEMS

> ***Despite a rapid decline in fertility and population growth rates, rapid urbanization and rural-to-urban migration present serious ongoing problems for Thailand.***

Despite a rapid decline in fertility and population growth rates, rapid urbanization and rural-to-urban migration present serious ongoing problems for Thailand. Although Thailand is still mainly agricultural, with only 17 percent of Thais living in urban areas, the rate of urban growth outpaces that of population growth, and the urban population tends to concentrate in the capital city of Bangkok—which now holds 62 percent of Thailand's urban population.

Young Thais migrate to urban areas in search of higher wages and a better standard of living than the countryside provides. Bangkok only houses about 10 percent of the total population, but uses one-third of the national income. Thirty-eight percent of urban dwellers in 1980 owned motorcycles (rural ownership: 14.7 percent), 21.3 percent owned cars (rural ownership: 1.1 percent), 67 percent owned black and white TVs (rural ownership: 9.1 percent), 10.9 percent owned color TVs (rural ownership: 0.4 percent), 56.4 percent owned sewing machines (rural ownership: 18 percent), and 61.3 percent owned refrigerators (rural ownership: 6.2

*See the December 1983 issue of **International Demographics** for in-depth consumer information about Thailand. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

percent). Rural residents only own more bicycles than urban dwellers, with 45.1 percent owning bicycles in comparison to 38.7 percent of their urban counterparts. Per capita income in 1985 was about $860.

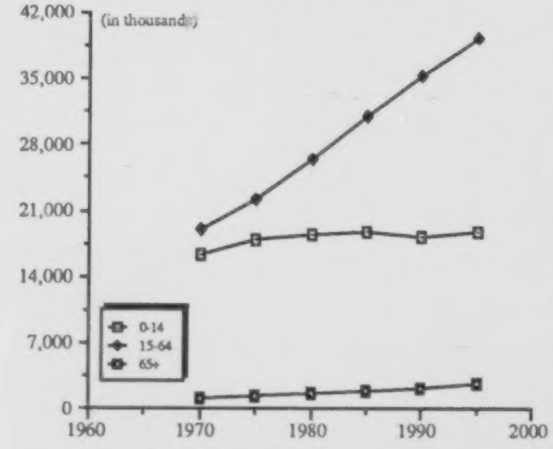
UNEMPLOYMENT LOW; UNDEREMPLOYMENT RAMPANT

Forty-five percent of Thais were employed in the census year of 1980. Only 2 percent were looking for work, and 18 percent were waiting for seasonal agricultural work. Among women aged 11 and over, 57 percent were economically active, with 40 percent employed, 2 percent looking for work, and 16 percent waiting for seasonal agricultural work. In 1980, 72.6 percent of all Thai workers worked in agriculture. In Bangkok, 53 percent of the population were employed.

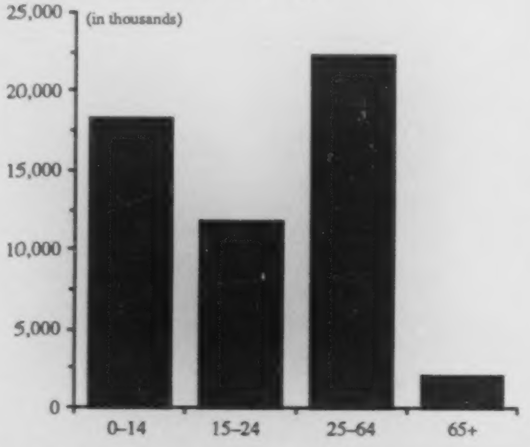
A more recent survey reports that 24.6 million persons were in the labor force, or 52 percent of the population in 1981. Nearly 99 percent of these people were employed, with only 1 percent unemployed. However, about 20 percent of all workers—or nearly 5 million—are underemployed.

Women fare better than men in Bangkok's professional world. Twelve percent of women versus 7 percent of men are professionals. They also hold a greater proportion of clerical and related jobs, [illegible]s positions, and service jobs than men [illegible].

Thailand: Population by age group, 1970–1995



Thailand: Population by age group, 1988



take a quick look at Thailand

POPULATION DATA FOR 1988

Total population | **54,589,000**
Rate of population growth, calendar year 1988 (percent) | **1.7**
Lifetime births per woman (total fertility rate) | **2.8**
Birth rate (births per 1,000) | **24.6**
Death rate (deaths per 1,000) | **7.4**
Population under 15 (percent) | **33.6**
Population aged 65 or over (percent) | **3.9**
Median age | **22.4**
Percent of all women in fertile age group (aged 15–49) | **53.1**
Population density (number of persons per square kilometer) | **106**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **62 / 68**
Infant mortality rate (number of deaths per 1,000 live births) | **52**
Population per physician/per nurse | **6,307 / 2,140**
Daily calorie supply per capita (calories per person per day) | **2,462**

Education

Percent literate (male/female, total percent) | **92 / 84, 88**
Enrollment in secondary education as percent of age group (male/female) | **30 / 27**
Enrollment in higher education as percent of population aged 20–24 | **22**

Labor force

Percent of labor force in agriculture/industry/services | **71 / 10 / 19**
Percent of population of working age (aged 15–64) | **62**
Age-dependency ratio | **60**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **78**
Enrollment in secondary education as percent of age group | **27**
Percent of married women aged 15–49 using contraceptives | **65**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **17/83**

Population of major metropolitan areas

- Bangkok | **4,998,000**
- Chiang Mai | **105,000**

Average annual growth in urban areas, 1980–85 (percent) | **4.7**

Average annual growth in rural areas, 1980–85 (percent) | **1.4**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **800**

Unemployment (percent) | **3.5**

Turkey

THE CLIMBERS

At today's rate of population growth, Turks will outnumber all other European nationalities in about five years. Only the USSR will have a larger population in the area. Despite the legalization of abortion in 1983, Turkish women commonly bear four children, still a hefty brood even though women in the early 1960s commonly bore six children.

All these young Turks are making a government bent on industrialized prosperity very nervous. So shocked were government leaders at the results of the 1980 census that they called for a combination of public and private sector initiatives to promote family planning. Clinics will be set up in rural areas (where fertility rates are the highest) to dispense contraceptives. And in a pilot project, 13 factories will employ a doctor and nurse to provide family planning advice and supplies to workers, most of whom are women.

Turkish hopes for population control have a good chance of being realized. For one, they do not run counter to the aspirations of most women. In a recent survey, 80 percent said they wanted only three children. And most religious leaders have no objection to contraceptive measures other than sterilization and abortion. (IUDS and the pill are popular contraceptives.)

With these initiatives in mind, the U.S. Bureau of the Census's Center for International Research expects the average number of births per woman in Turkey to fall to 3.6 births by 1990 and to about 3 births by the year 2000. The population, however, will continue to grow rapidly as the large groups of youth born during periods of past high fertility entering their childbearing years. This population momentum will push Turkey's total population from its 1988 figure of 54.2 million people to 56.5 million in 1990 and to 68.5 million by the year 2000. By 2020, the population is expected to almost double.

> ***Such demographic pressure presents Turkey with the enormous task of providing jobs and housing for large groups of youth entering their reproductive years and forming new families.***

DEMOGRAPHIC PRESSURES STRAIN URBAN JOB MARKET AND HOUSING

Such demographic pressure presents Turkey with the enormous task of providing jobs and housing for large groups of youth entering their reproductive years and forming new families. Unfortunately, this is a problem that won't go away quickly. Turkey's population under age 15 now stands at about 37 percent of the population. This proportion will only decrease slightly to 36 percent of the population in 1990 and to about 34 percent by the year 2000. Adding the proportion of the population aged 15 to 24 in 1985 (nearly 18.3 percent), those under 25 make up nearly 55 percent of the total population.

These demands will be further complicated by the trend toward increased urbanization. At present, about 43 percent of Turkey's

See the December 1982 issue of ***International Demographics*** *for in-depth consumer information about Turkey. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

population live in urban areas and 57 percent live in rural areas. Population in urban areas will soon overtake population in rural areas, with 58 percent of the Turkish population projected to live in urban areas by the year 2000. By 2020, seven out of ten Turks will live in cities.

OECD'S FASTEST GROWING ECONOMY

Turkey was the OECD's fastest growing economy in 1986, an honor the OECD expects Turkey will retain in 1987. In 1986, Turkey's real GNP rose by 8 percent, almost three times the OECD average. But Turkey also had an enormous inflation rate of 34.6 percent that same year, with 15.5 percent unemployment. Exporters remained competitive with the falling value of the lira. However, Turkey's trade deficit is an ongoing problem, only partly boosted by invisibles such as tourism and worker remittances.

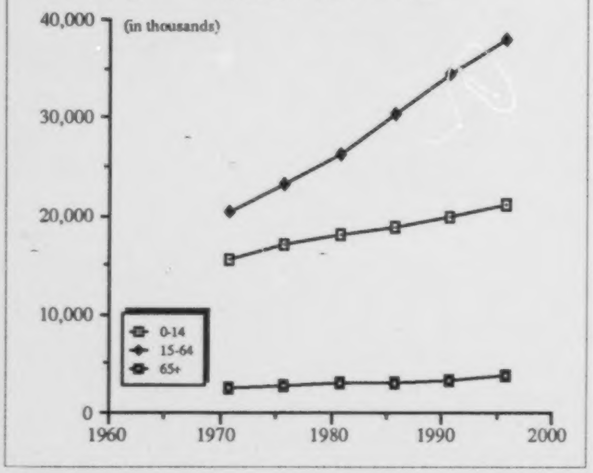
ONE OUT OF TWO TURKS ARE FARMERS

Turkey's total labor force numbered 17.9 million people in 1985. The number of those employed or looking for work is expected to increase from 18.6 million to about 21 million people by 1990.

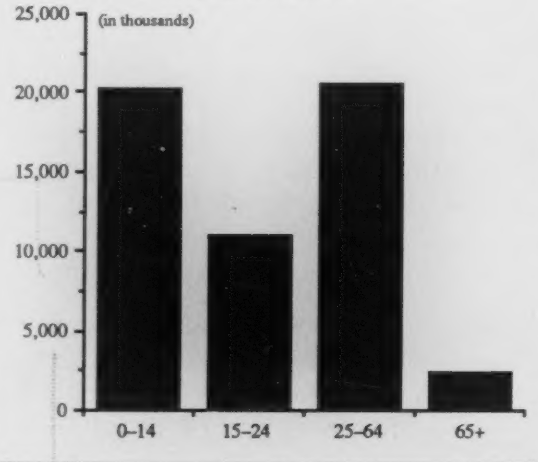
In 1984, 58 percent of the Turkish labor force worked in agriculture; 12.2 percent worked in mining and manufacturing; and 3.8 percent worked in construction. About 24 percent of workers held jobs in the wholesale and retail trade; transport, storage, and communications; finance, insurance, real estate; and community, social, and personal services.

A large proportion of the labor force is made up of those under age 20—21.6 percent in 1984—partly because of the agricultural nature of work in Turkey. Women accounted for about 36 percent of the labor force in 1984. Women worked mainly in agriculture or home-based businesses.

Turkey: Population by age group, 1970–1995



Turkey: Population by age group, 1988



take a quick look at Turkey

POPULATION DATA FOR 1988

Total population | **54,168,000**
Rate of population growth, calendar year 1988 (percent) | **2.2**
Lifetime births per woman (total fertility rate) | **3.8**
Birth rate (births per 1,000) | **30.4**
Death rate (deaths per 1,000) | **3.5**
Population under 15 (percent) | **37.4**
Population aged 65 or over (percent) | **4.3**
Median age | **21.0**
Percent of all women in fertile age group (aged 15–49) | **48.7**
Population density (number of persons per square kilometer) | **69**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **62 / 65**
Infant mortality rate (number of deaths per 1,000 live births) | **83**
Population per physician/per nurse | **4,616 / 1,240**
Daily calorie supply per capita (calories per person per day) | **3,167**

Education

Percent literate (male/female, total percent) | **81 / 50, 66**
Enrollment in secondary education as percent of age group (male/female) | **47 / 28**
Enrollment in higher education as percent of population aged 20–24 | **7**

Labor force

Percent of labor force in agriculture/industry/services | **58 / 17 / 25**
Percent of population of working age (aged 15–64) | **58**
Age-dependency ratio | **72**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **45**
Enrollment in secondary education as percent of age group | **28**
Percent of married women aged 15–49 using contraceptives | **51**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **43 / 57**
Population of major metropolitan areas
    Istanbul | **5,389,000**
    Ankara | **2,338,000**
Average annual growth in urban areas, 1980–85 (percent) | **3.0**
Average annual growth in rural areas, 1980–85 (percent) | **1.3**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **1,080**
Unemployment (percent) | **16.4**

Venezuela

THE CLIMBERS

Despite economic stagnation, Venezuela counts many first places in comparison to its Latin American counterparts. It continues to have the highest per capita GNP ($3,080 in 1987), the highest standard of living, and the highest per capita energy consumption. It also continues to be the second most important U.S. trading partner in Latin America after Mexico.

Venezuela is just coming out of a devastating economic crisis. Reduced oil income—down 30 percent since 1981—combined with debt-servicing and balance of payments problems were the major culprits in stalling economic growth. Government readjustment and austerity measures have helped ease the impact of reduced oil earnings. Oil earnings remain substantial, however, and Venezuela continues to be an important export market for the U.S.

ONE OF LATIN AMERICA'S FASTEST GROWING POPULATIONS

Between 1971 and 1981, only the populations of Guatemala, Honduras, Nicaragua, and Ecuador grew faster than the population of Venezuela. During this period, the Venezuelan population growth rate was 3.11 percent, down from the annual 3.61 percent of the period 1961 to 1971, and the incredible 3.72 percent a year during the 1950s.

Like most of its neighbors, Venezuela experienced rapid population growth in the 1950s due to high fertility and rapidly falling death rates. In the 1950s and 1960s, the average Venezuelan woman bore 6.5 children. By 1985, the average number of lifetime births per woman had fallen to 4.1, though still high above the 2.1 children needed for a population to replace itself.

Urban growth outstripped population growth, averaging 5.8 percent annually during the period 1950 to 1980. By 1981, 84 percent of Venezuelans lived in urban areas.

> ***Venezuela has the highest per capita GNP, the highest standard of living, and the highest per capita energy consumption in Latin America.***

Venezuela's current population of 18.8 million people is projected to more than double by 2025, rising to 24.7 million people by the year 2000 and to nearly 38 million by 2025. Because of Venezuela's youthful population (39 percent of the 1988 population are under age 15), great pressure is already being put on city job markets and housing for new families, as Venezuela's disproportionate numbers of youth enter childbearing ages. This trend will continue well into the 1990s.

Increased joblessness primarily affects young men entering the workforce. The official unemployment rate for metropolitan Caracas was 6 percent in 1980 and 5.7 percent in 1981. Since then, unemployment has been on the rise. The unemployment rate for men aged 15 to 24 in metropolitan Caracas reached more than 20 percent in 1983.

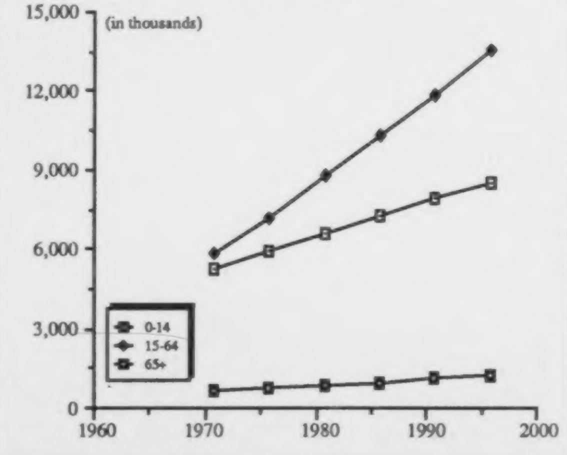
*See the June 1985 issue of **International Demographics** for in-depth consumer information about Venezuela. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

THE HIGH LIFE

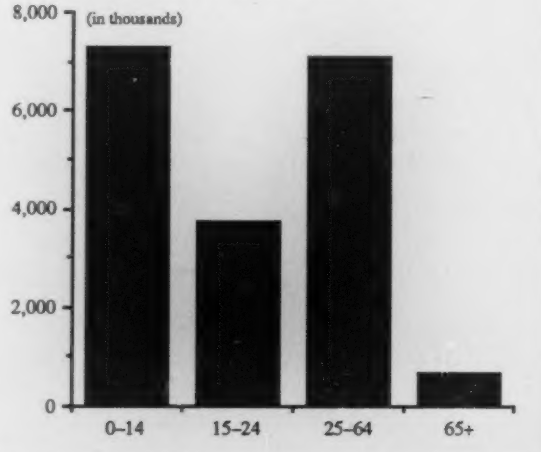
Relatively high incomes give Venezuelans access to an "American" lifestyle. One in every eight Venezuelans owns a private car. In 1980, 94 percent of all homes had a radio and 79 percent owned a TV. In that same year, Venezuelans spent nearly $1.6 billion on tourism abroad.

Venezuelans have high incomes by Latin American standards. However, income inequality is great. Thirty-seven percent of families in metropolitan Caracas, 46 percent of those in urban Venezuela, and 80 percent in the rural areas live below the poverty level. In 1980, the median wage for urban workers was $400 a month. Total household incomes amounted to $895 per month in metropolitan Caracas, $752 in urban Venezuela as a whole, and $376 in rural areas.

Venezuela: Population by age group, 1970–1995



Venezuela: Population by age group, 1988



take
a
quick
look
at Venezuela

POPULATION DATA FOR 1988

Total population | **18,776,000**
Rate of population growth, calendar year 1988 (percent) | **2.5**
Lifetime births per woman (total fertility rate) | **3.8**
Birth rate (births per 1,000) | **30.6**
Death rate (deaths per 1,000) | **5.5**
Population under 15 (percent) | **38.8**
Population aged 65 or over (percent) | **3.6**
Median age | **20.5**
Percent of all women in fertile age group (aged 15–49) | **50.1**
Population density (number of persons per square kilometer) | **21**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **66 / 73**
Infant mortality rate (number of deaths per 1,000 live births) | **39**
Population per physician/per nurse | **830 / 336**
Daily calorie supply per capita (calories per person per day) | **2,583**

Education

Percent literate (male/female, total percent) | **86 / 83, 85**
Enrollment in secondary education as percent of age group (male/female) | **40 / 49**
Enrollment in higher education as percent of population aged 20–24 | **23**

Labor force

Percent of labor force in agriculture/industry/services | **16 / 28 / 56**
Percent of population of working age (aged 15–64) | **58**
Age-dependency ratio | **73**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **32**
Enrollment in secondary education as percent of age group | **49**
Percent of married women aged 15–49 using contraceptives | **49**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **73 / 27**
Population of major metropolitan areas
    Caracas | **2,993,000**
    Maracaibo | **889,000**
Average annual growth in urban areas, 1980–85 (percent) | **3.5**
Average annual growth in rural areas, 1980–85 (percent) | **-1.2**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **3,080**
Unemployment (percent) | **14.0**

THE ULTIMATE CONSUMERS

Gone are the days when there was only one type of iron, washing machine, or coffee pot on the market. For the most part, the Ultimate Consumers have exhausted the market for the Three Cs—the majority of their populations have cars, coolers (air conditioners), and color televisions. They are now the producers of these goods and others which are used in their daily lives.

These countries value high-quality consumer imports and, in many cases, producer imports, such as machinery or raw materials. Price is extremely elastic in these countries, which are accustomed to a wide array of choice. People are well-educated, have relatively high disposable incomes, and have easy access to basic necessities. They can often afford highly attractive imports.

Although the natural population growth in these countries is slowing, they are so wealthy by international standards that they attract thousands of immigrants every year—some legally and some illegally. Most of their birth rates are near replacement level, but even if birth rates dropped far below replacement level, their populations will continue to grow if immigration remains unchecked.

A WIDE ARRAY OF AFFLUENCE

Southern European countries such as Italy, Spain, Greece and Yugoslavia constitute the least affluent countries in this cluster. They are still modernizing their industries and trying to raise standards of educational attainment. They are relatively more dependent on agriculture, and provide the migrant workers who usually settle in more prosperous northern European countries. These emigrants work away from home mainly as unskilled laborers in order to send money to their families and provide them with a better lifestyle.

In more affluent countries, the proportion of those aged 65 and older is growing rapidly—although those of working age still dominate—causing a boom in the health care industry. The proportion of those aged 20 and under is decreasing slightly in most of these countries, reducing the number of entry-level workers and forcing colleges and universities to re-evaluate their admissions and financial aid policies. In some countries, more students are getting a chance to attend university. In other countries, foreign students have boosted declining enrollments.

CHANGING FAMILY PATTERNS SET THE TRENDS

Changes in family formation and the status of women have affected household wealth significantly. As women take more control over their lives with the widespread availability of birth control, they have fewer children, are more likely to be in the labor force full or part-time, and have fewer ties to "Kinder, Kuche, und Kirke"—children, kitchen, and church.

Educational attainment has been influential in shaping these trends. Women who have invested much of their young lives in gaining an education are less willing to leave the workforce for extended childrearing. Increasingly, women leave the workforce for shorter periods and juggle work and home. Families in which both parents are working and caring for children have a host of new needs. For them, time is money. This new type of family fuels the demand for fast foods, for convenience-oriented supermarkets and stores stocking everything from diapers to videos and pharmaceuticals, for house-cleaning services, and for child care.

Families expect to find banks, doctors' offices, and even beauty parlors open early and late. They visit dental, eye, and medical clinics that take walk-ins and deal with their needs efficiently and quickly. Even in a city like Paris, where sitting in a sidewalk cafe for hours is common practice, *boulangeries* carry a variety of prepared foods like lasagna and stuffed peppers that can be taken home and popped into the oven by the busy householder.

Smaller families mean more disposable income per family member. With rising means, family members look for ways to express their own tastes. Stores selling Japanese bonsai and futons are found in many major western cities. Even "exotic" imports such as Scandinavian glass and Persian rugs are considered the norm for some segments of the population.

Households are being formed in increasing number and variety. Families are becoming increasingly complex, as men and women may set up two or even three households in the course of their lives as a result of multiple marriages. Small families can become extended when two divorced people marry and combine each of their own children under one roof. Businesses need to understand these new types of households in order to meet their changing needs.

WOMEN SET THE PACE OF CHANGE

What the feminist revolution did for changing the way women in these countries see themselves, the jobs revolution will do for the way the rest of the world sees them. Women of the 1980s are increasingly choosing medicine, law, banking, and insurance as their professions. And for the adventurous 1980s woman, entrepreneurship is a growing attraction. Over 25 percent of small businesses in the U.S. are owned by women. Canadian women do even better, owning a third of all small Canadian businesses.

The demographic picture will further propel women—especially married women—into full-time work as the youthful labor pool shrinks with falling birth rates. Well-educated women will increasingly enter formerly male-dominated professions and higher ranks of industry, especially the fast-growing information industry and financial services. No matter where women work, the full-time commitments they make will further change family patterns and buying habits.

CHANGING TASTES FOR AGING POPULATIONS

As people from these countries move into middle age, no matter what continent they live on, they worry more about their diets, their careers, and what they will leave behind. The children of the 1960s had little to protect. They wanted change. The parents of the 1980s have children, homes, careers, and for an increasing number of them, the status quo has become acceptable. Many have begun to look for safe investments, comfortable homes, cars with luxuries, and vacations in unusual places.

▮

Argentina

THE ULTIMATE CONSUMERS

Argentina has been regressing economically for sixty years. The world's seventh wealthiest country in 1920, Argentina now does not rank in the world's fifty wealthiest countries. Average incomes in Argentina are back to where they were in 1965 after real GDP growth fell in five of the last eight years. Per capita income has fallen by 16 percent since 1979.

What happened? The boom created by European demand for Argentinean beef and grain in the late 19th century ended in the 1920s when Common Market agricultural subsidies sidelined the beef trade and cut heavily into grain exports. Profits from the good years were spent instead of invested or saved, and Argentina increasingly borrowed to subsidize cities once agricultural exports declined. As a result, the country now owes $50 billion to foreign creditors.

POPULATION GROWTH UNDER CONTROL

Although Argentina's economic picture is disturbing, its demographic situation is one of Latin America's best. A low population growth rate combined with abundant natural resources has meant that almost everyone at least eats well. Argentina's 1980 census population count was 27.9 million people, an increase of 17 percent from the 232.8 million people counted in 1970. The average annual rate of increase was 1.5 percent a year. With the exception of Uruguay, this was the lowest rate of increase in continental Latin America.

Slow growth is also in Argentina's future. Argentina's 1988 population of 31.5 million people is projected to rise to 32.8 million by 1990 and 37.2 million by the year 2000. The Argentinean government is not pleased with these prospects, however, believing that a larger population is necessary to develop natural resources and a domestic market.

> ***Although Argentina's economic picture is disturbing, its demographic situation is one of Latin America's best.***

OLD FOR LATIN AMERICA, YOUNG FOR ULTIMATE CONSUMER COUNTRIES

Argentina's population is relatively old by Latin American standards, but is fairly young compared to European countries. Only 30 percent of Argentinians are under age 15 as compared with 45 percent of Mexicans. Its median age of 27.8 years is not much younger than the median age of 30 in the U.S. Argentina's median age is projected to rise to 31.2 by the year 2020.

In 1980, 30 percent of the Argentinean population was aged 15 or under, 58 percent was aged 15 to 59, and 12 percent was over 60. Argentina's population is aging. However, it is doing so at a much slower rate than

See the May 1984 issue of International Demographics for in-depth consumer information about Argentina. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.

many European countries. By the year 2000, 13.2 percent of the population will be over 60 and by 2020 this proportion will rise to 14.7 percent of the total population.

NUCLEAR FAMILY DOMINATES

The 1980 census recorded 7.1 million Argentine households. The average number of persons per household was 3.9, compared to 2.7 in the U.S. Eleven percent of households had only one person, and 19 percent had two people, in contrast to 23 percent and 32 percent, respectively, in the U.S. Eighteen percent of households have 6 or more members, as opposed to only 5 percent of households in the U.S.

The majority of Argentine households in 1980 consisted of a married couple and children—2.9 million households. In 1980, 59 percent of all households had at least one parent with children and 24 percent were extended families, with relatives other than the parents and children living under the same roof. Only 20 percent of households had no children.

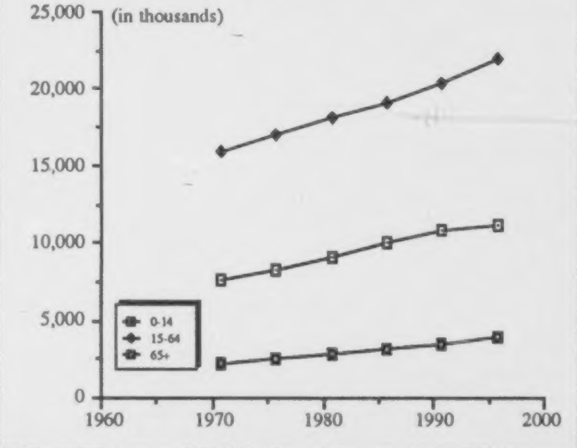
WOMEN KEEP UP WITH MEN IN EDUCATION

Argentina's literacy rate, at about 94 percent, is one of Latin America's highest. And educational attainment is shared almost equally between the sexes. Enrollment rates for males and females are almost identical in every age category.

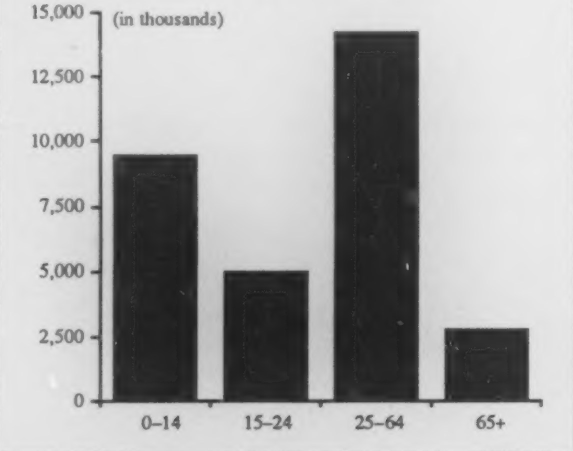
Among children aged 5 to 9, 85 percent of both boys and girls in 1980 were enrolled in school. At 10 to 14 years of age, 88 percent of girls and 90 percent of boys were enrolled. Equality did not falter at the higher levels, either. About half of all students in higher education in 1980 were women.

Young women are slightly more likely than young men to complete advanced courses of study, however. Eighteen percent of women and 14 percent of men aged 20 to 24 had done so in 1980. Among persons aged 25 to 29 in 1980, 7 percent of women and 5 percent of men had a post-secondary degree.

Argentina: Population by age group, 1970–1995



Argentina: Population by age group, 1988



take a quick look at Argentina

POPULATION DATA FOR 1988

Total population | **31,533,000**
Rate of population growth, calendar year 1988 (percent) | **1.2**
Lifetime births per woman (total fertility rate) | **2.9**
Birth rate (births per 1,000) | **20.6**
Death rate (deaths per 1,000) | **8.7**
Population under 15 (percent) | **30.0**
Population aged 65 or over (percent) | **8.9**
Median age | **27.8**
Percent of all women in fertile age group (aged 15–49) | **47.0**
Population density (number of persons per square kilometer) | **11**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **67 / 74**
Infant mortality rate (number of deaths per 1,000 live births) | **33**
Population per physician/per nurse | **388 / 392**
Daily calorie supply per capita (calories per person per day) | **3,221**

Education

Percent literate (male/female, total percent) | **94 / 94, 94**
Enrollment in secondary education as percent of age group (male/female) | **66 / 75**
Enrollment in higher education as percent of population aged 20–24 | **36**

Labor force

Percent of labor force in agriculture/industry/services | **13 / 34 / 53**
Percent of population of working age (aged 15–64) | **61**
Age-dependency ratio | **64**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **32**
Enrollment in secondary education as percent of age group | **75**
Percent of married women aged 15–49 using contraceptives | **74**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **85 / 15**
Population of major metropolitan areas
    Buenos Aires | **10,750,000**
    Cordoba | **982,000**
Average annual growth in urban areas, 1980–85 (percent) | **2.0**
Average annual growth in rural areas, 1980–85 (percent) | **-0.7**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **2,130**
Unemployment (percent) | **5.7**

Australia

THE ULTIMATE CONSUMERS

Internal migration and immigration are critical factors in the continued population growth of Australia. While most industrial countries have growth rates of less than 1 percent, Australia's growth rate is nearly 1.2 percent and is expected to remain above 1 percent until the turn of the century. With a population density of only 2 persons per square kilometer, Australia has the room to grow. At the same time, it is economically stable enough to plan for future job creation and for the development of infrastructure.

The fastest-growing populations live in the Northern Territory, Australian Capital Territory, Queensland, and Western Australia—in other words, the east and west coasts and the seat of government.

While Australia has for many decades been an attractive destination for Europeans seeking new opportunities, it is now a land of opportunity for Asians. Between 1984 and 1985, immigration from China, Hong Kong, and India increased substantially. Asian immigrants accounted for nearly 46 percent of all settler arrivals in 1985.

Because Australia's immigrants are generally younger than its resident population, they contribute to a continued high birth rate. At 15.5 births per thousand, Australia has one of the highest birth rates among the Ultimate Consumer countries.

The marketing research and advertising industries are well-developed in Australia and they are supported by mapping and data companies that provide detailed information for marketing, direct mail, retailing, and consumer goods distribution.

> ***While Australia has for many decades been an attractive destination for Europeans seeking new opportunities, it is now a land of opportunity for Asians.***

AGE DISTRIBUTION

With a median age of 31.5 years, Australia is one of the youngest countries among industrialized nations. Nearly a quarter of its population is under age 15. The 15-to-24 year old group accounts for nearly 17 percent of the population, a healthy pool from which to draw university students and labor force entrants. Thirty-five percent of its population is in the 29-to-44 year old group, the primary group for settling into new households.

Australians are concerned about the degree of youth joblessness in their country. About 92 percent of eligible boys and 95 percent of eligible girls are enrolled in secondary school. Now the schools focus primarily on college-oriented youth. Students who wish to learn a vocation have relied on an ap-

See the March 1983 issue of ***International Demographics*** *for in-depth consumer information about Australia. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

prenticeship system. However, recently the apprenticeship system has been less popular and there is little to take its place. Recent reports have recommended that the high school curriculum be broadened and that more opportunities be offered in vocational education, especially for young women.

As a result, there may be marketing opportunities for film strips, programmed learning materials, videotapes, and training films, as well as an interest in teacher-training for vocational education.

CONSUMPTION PATTERNS

Consumption in Australia is guided by several trends. A maturing population is one of them; smaller households is another. As in some other developed countries, there is a growing concern over eating well and taking care of physical health. While consumer expenditures on food, rent, clothing and footwear, household appliances, and other household durables increased between 1980 and 1984, spending on alcoholic drinks and tobacco decreased.

Labor-saving devices are greatly in evidence. Ninety-eight percent of households own a refrigerator, 90 percent own a washing machine, 92 percent a vacuum cleaner. The majority of households have a telephone, a television, and radios are two and three to a household.

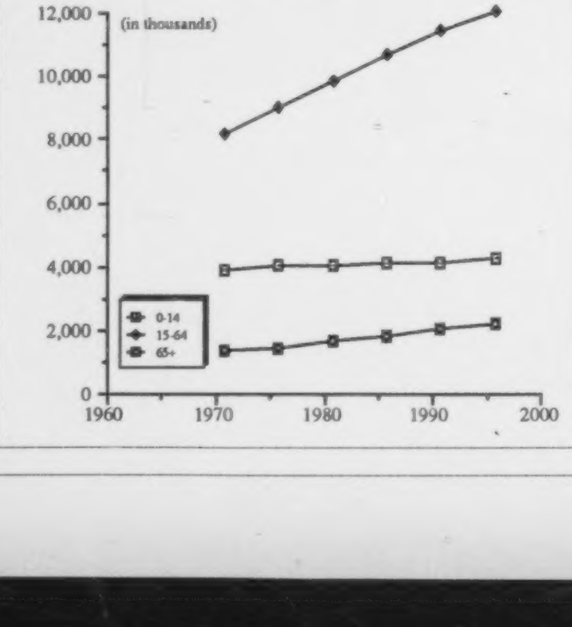
With an annual per capita GNP of $10,830, and 54 percent of its women aged 15-64 in the labor force, Australia relies on many two-income households for a high standard of living. Workers in agriculture represent only 7 percent of the work force; services employ 61 percent of the work force.

HOW THE ELDERLY SPEND

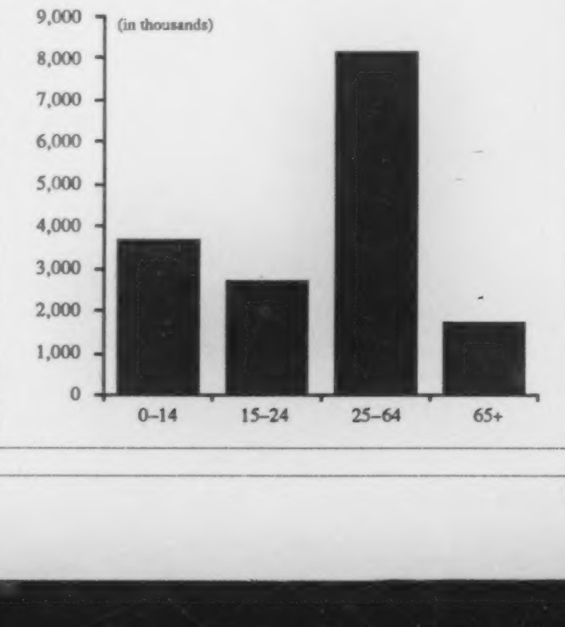
Despite Australia's large youthful segment, its older population is an important influence on the marketplace. A quarter of all Australians are now age 50 and over, and one in eight is age 65 and older. Those aged 50 and older spend more than $9 billion (Australian) annually on goods and services.

A 1985 Grey Growth Survey in Australia found that of those aged 50 to 64, more than 30 percent had incomes of at least $18,000 compared with the 1985 average household income of $20,500. However, only 4 percent of the retired over age 50 had incomes higher than $18,000.

Australia: Population by age group, 1970–1995



Australia: Population by age group, 1988



take a quick look at Australia

POPULATION DATA FOR 1988

Total population | **16,260,000**
Rate of population growth, calendar year 1988 (percent) | **1.2**
Lifetime births per woman (total fertility rate) | **1.9**
Birth rate (births per 1,000) | **15.5**
Death rate (deaths per 1,000) | **7.6**
Population under 15 (percent) | **22.7**
Population aged 65 or over (percent) | **10.7**
Median age | **31.5**
Percent of all women in fertile age group (aged 15–49) | **52.1**
Population density (number of persons per square kilometer) | **2**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **73/79**
Infant mortality rate (number of deaths per 1,000 live births) | **8**
Population per physician/per nurse | **500/100**
Daily calorie supply per capita (calories per person per day) | **3389**

Education

Percent literate (male/female, total percent) | **100/100, 100**
Enrollment in secondary education as percent of age group (male/female) | **92/95**
Enrollment in higher education as percent of population aged 20–24 | **27**

Labor force

Percent of labor force in agriculture/industry/services | **7/32/61**
Percent of population of working age (aged 15–64) | **67**
Age-dependency ratio | **50**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **54**
Enrollment in secondary education as percent of age group | **95**
Percent of married women aged 15–49 using contraceptives | **67**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **86/14**
Population of major metropolitan areas
    Sydney | **3,396,000**
    Melbourne | **2,852,000**
Average annual growth in urban areas, 1980–85 (percent) | **1.2**
Average annual growth in rural areas, 1980–85 (percent) | **1.7**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **10,830**
Unemployment (percent) | **7.9**

Austria

THE ULTIMATE CONSUMERS

Austria is one of the few Western European countries that is not highly urbanized. In fact, only 55 percent of its population live in urban areas. While marketers might think that half the population can be reached by marketing in these cities, the size of the country, the prevalence of national newspapers, and accessible distribution systems mean that, in fact, most of the population can be reached, whether in rural or urban areas.

BIRTH RATES ARE DOWN, BUT YOUTH HOLD THEIR OWN

While the birth rate in Austria has declined to 12 births per thousand, those aged 15 and under still make up nearly 18 percent of the population. Those aged 65 and over are about 15 percent of the population. The median age is 35.7 years. The total fertility rate (births per woman) is 1.5, well under the replacement level of 2.1, and Austria's population is soon to follow the trend towards rapid aging set by most of the Western European countries. Austria's 1988 population of about 7.6 million people will remain relatively stable well into the twenty-first century.

As in Ireland, women are taking better advantage of opportunities in secondary education than men at the current time. While 73 percent of eligible young men are enrolled in secondary education, 79 percent of young women of the same age group are enrolled. About 26 percent of the population aged 20 to 24 is enrolled in higher education.

WORKING WOMEN ARE IMPORTANT TREND

For a country that is still relatively rural, women are an important part of the labor force. Women make up forty-one percent of the labor force, according to the most recent data from the OECD. This compares with 31 percent being reported by the International Labor Office in 1984. Fifty-one percent of women aged 15-64 work, one of the highest rates outside of the Scandinavian countries.

> ***...Austria's population is soon to follow the trend towards rapid aging set by most of the Western European countries.***

Austria has a well-educated and well-trained labor force and the involvement of women in secondary education contributes to it. In 1987, 9 percent of its labor force worked in agriculture, 41 percent in industry, and 50 percent in services. The rural areas provide winter and summer jobs in mountain and ski resorts, and many women work in family-owned businesses.

Austria's workforce has weathered recessions fairly well and the unemployment rate has hovered around the 4 percent mark while

See the July 1985 issue of ***International Demographics*** *for in-depth consumer information about Austria. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

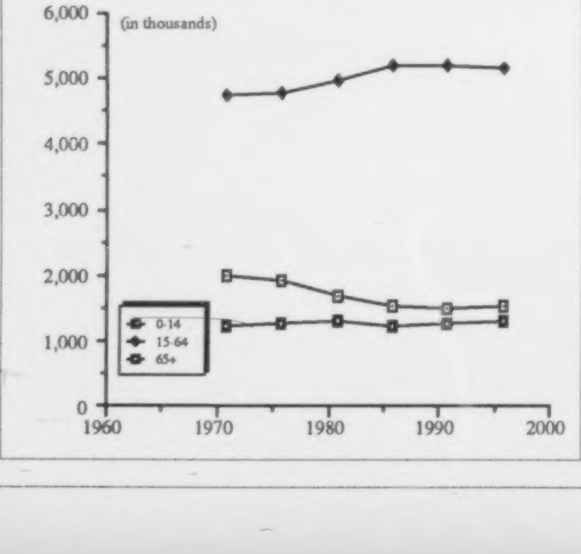
some larger Europeans nations have faced unemployment rates as high as 10 to 13 percent. This country has successfully used foreign workers when they are needed to fill jobs, but has limited their entry during times of economic slowdown.

While its economy has been relatively stable, Austrians still have a modest standard of living. The per capita GNP is estimated at $9,120, in the same range as the United Kingdom. Indeed, Austrians own passenger cars in relatively the same proportion as people in Belgium, The Netherlands, and Norway—at one car for approximately every three people.

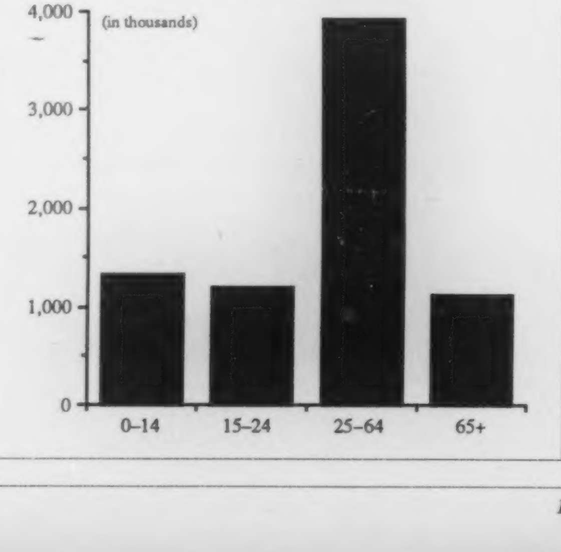
HOUSEHOLD GROWTH CONTINUES

As in most industrialized nations, the number of households in Austria continues to grow, while the size of individual households is on the decline. Even though Austrians place a high value on children and family life, the divorce rate has continued to rise. Divorces peaked in 1982, however, and have dropped off slightly since then.

Austria: Population by age group, 1970–1995



Austria: Population by age group, 1988



take a quick look at Austria

POPULATION DATA FOR 1988

Total population | **7,577,000**
Rate of population growth, calendar year 1988 (percent) | **0.1**
Lifetime births per woman (total fertility rate) | **1.5**
Birth rate (births per 1,000) | **12.0**
Death rate (deaths per 1,000) | **11.6**
Population under 15 (percent) | **17.6**
Population aged 65 or over (percent) | **14.8**
Median age | **35.7**
Percent of all women in fertile age group (aged 15–49) | **49.1**
Population density (number of persons per square kilometer) | **90**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **71 / 79**
Infant mortality rate (number of deaths per 1,000 live births) | **8**
Population per physician/per nurse | **436 / 170**
Daily calorie supply per capita (calories per person per day) | **3,514**

Education

Percent literate (male/female, total percent) | **99 / 99, 99**
Enrollment in secondary education as percent of age group (male/female) | **73 / 79**
Enrollment in higher education as percent of population aged 20–24 | **26**

Labor force

Percent of labor force in agriculture/industry/services | **9 / 41 / 50**
Percent of population of working age (aged 15–64) | **68**
Age-dependency ratio | **48**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **51**
Enrollment in secondary education as percent of age group | **79**
Percent of married women aged 15–49 using contraceptives | **71**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **55 / 45**

Population of major metropolitan areas

Vienna | **2,044,000**

Linz | **435,000**

Average annual growth in urban areas, 1980–85 (percent) | **0.5**

Average annual growth in rural areas, 1980–85 (percent) | **-0.7**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **9,120**

Unemployment (percent) | **4.8**

Belgium

THE ULTIMATE CONSUMERS

Unlike neighboring Luxembourg, Belgium struggles like much of the rest of Europe with high unemployment rates as the industrial-based economy shifts to a service-based economy. Belgium has approximately 10 million people, compared with less than a half a million in Luxembourg, and 14 million in The Netherlands.

Belgium provides a concentrated market. Its 9.9 million people are squeezed into only 30,518 square kilometers. Consequently, Belgium has the highest density in Europe outside of The Netherlands—323 people per square kilometer. In addition to the two major cities of Brussels and Antwerp, there are three cities with populations of more than 200,000—Ghent, Charleroi, and Liege.

The Belgians are officially bilingual, speaking French and Flemish. Products and services need to be advertised and labelled in both languages. While that might seem straightforward—especially if a firm does business in The Netherlands and France as well—it isn't as simple as it sounds. Belgium is a unique market, and simply translating advertising messages from the Dutch or the French campaigns will not do.

A liberal government policy gives Belgium the world's largest cable network. Seventy percent of the 3.6 million households have television access to about two dozen channels in six languages including English.

SHIFTING CENTER OF POWER

Belgium's urban character isn't about to change. But the economic center of the country is shifting and with it, the population concentration. In the southern part of the country, Wallonia (the French-speaking sector) has dominated the economy for more than a century because of strong coal mining and steelmaking industries. But other forms of energy, cheaper iron and steel imports from Japan and South Korea, and a slowdown in government subsidies have helped to cause unemployment in such cities as Charleroi. High-tech and nontraditional industries have sprouted in Flanders, shifting the center of political and economic power to the Dutch-speaking northern area. Antwerp, the leading port city, is also in the north, adding to the strength of that area.

> ***Women play an important role in the labor force in Belgium. About 39 percent of the labor force are female and approximately 45 percent of women work.***

The economy has also made a shift toward services. About two-thirds of the labor force—or 2.4 million people—are employed in the services sector. The growth of that sector has stabilized in the past three years, but services experienced spectacular growth

*See the September 1986 issue of **International Demographics** for in-depth consumer information about Belgium. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

throughout the 1970s. In 1970, only 2 million people worked in services. Also in that year, about 3 percent of the population work in agriculture, leaving 36 percent employed in industry.

Women play an important role in the labor force in Belgium. About 39 percent of the labor force are female and approximately 45 percent of women work, which is similar to the figures in other well-developed countries. The female percentage of the labor force is expected to continue its increase, and the government has also raised the official retirement age for women from age 60 to 65.

FOOD CONSUMPTION LEADS EXPENDITURES

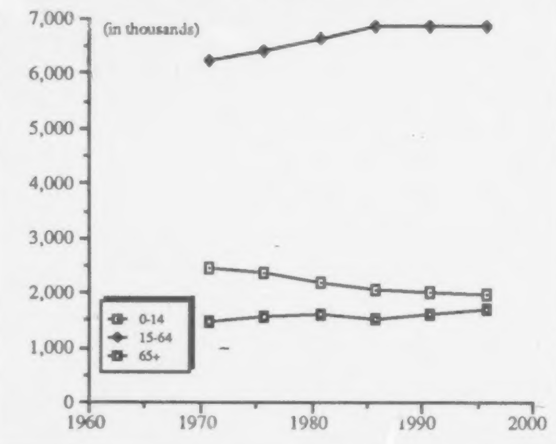
In most industrialized countries, one of three categories—food, housing, or transportation—leads expenditures. In Belgium, the leading expenditure is food. One reason lies with Belgium's small agricultural base. Belgium must import many foods from other European Community members. Food takes 18.6 percent of the family budget, followed by rent, heating, and light at 17.7 percent. Other large expenditures are for furniture and furnishings at 12.2 percent, and transportation and communication at 12.7 percent. Together beer and wine account for 63 percent of total consumer expenditures in the beverage category. Mineral water and carbonated soft drinks account for only about 22 percent.

While some spending has shifted with the changing age structure in Belgium, the share of overall expenditures in various categories has remained remarkably stable. Thus, it is possible to look at distribution figures even from the late 1970s or early 1980s to get some indication of how Belgians spend their money. Even in the area of health care—where expenditures have soared in some countries—there has been little change. In 1979, Belgians spent 9 percent of their consumer dollars on health care. In 1983, they spent 9.2 percent of their budgets on health care.

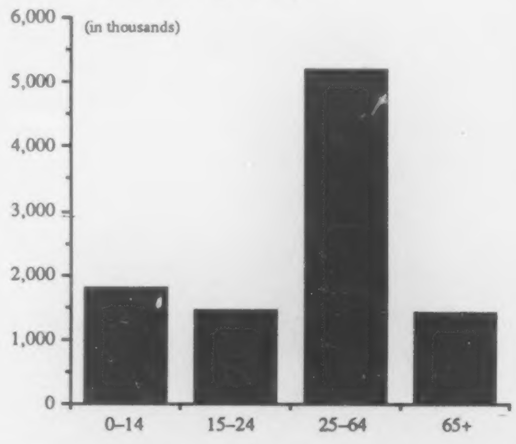
HOUSEHOLDS ARE SHRINKING

Household size is declining in Belgium because the population is aging, divorce has taken its toll, and families are having fewer children. The largest households are found in the northeast and in central Flanders, the core of the Ardennes, and the southern part of German-speaking Wallonia. In other communities—the suburbs of Ghent and Antwerp, southern Louvain and northern Namur, larger household sizes are attributed to the high proportion of young married couples. Even so, singles account for 25 percent of the Belgian population.

Belgium: Population by age group, 1970–1995



Belgium: Population by age group, 1988



take a quick look at Belgium

POPULATION DATA FOR 1988

Total population | **9,881,000**
Rate of population growth, calendar year 1988 (percent) | **0.1**
Lifetime births per woman (total fertility rate) | **1.6**
Birth rate (births per 1,000) | **12.1**
Death rate (deaths per 1,000) | **11.3**
Population under 15 (percent) | **18.2**
Population aged 65 or over (percent) | **14.3**
Median age | **35.9**
Percent of all women in fertile age group (aged 15–49) | **47.9**
Population density (number of persons per square kilometer) | **324**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **72 / 79**
Infant mortality rate (number of deaths per 1,000 live births) | **8**
Population per physician/per nurse | **360 / 130**
Daily calorie supply per capita (calories per person per day) | **3,679**

Education

Percent literate (male/female, total percent) | **99 / 99, 99**
Enrollment in secondary education as percent of age group (male/female) | **88 / 94**
Enrollment in higher education as percent of population aged 20–24 | **31**

Labor force

Percent of labor force in agriculture/industry/services | **3 / 36 / 61**
Percent of population of working age (aged 15–64) | **67**
Age-dependency ratio | **48**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **40**
Enrollment in secondary education as percent of age group | **94**
Percent of married women aged 15–49 using contraceptives | **81**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **96 / 4**

Population of major metropolitan areas
- Brussels | **982,000**
- Antwerp | **488,000**

Average annual growth in urban areas, 1980–85 (percent) | **0.3**

Average annual growth in rural areas, 1980–85 (percent) | **-4.3**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **8,280**

Unemployment (percent) | **13.2**

Canada

THE ULTIMATE CONSUMERS

With 26 million people spread over a land area of nearly 10 million square kilometers, Canada has only 3 people per square kilometer. Only Australia has a lower population density in this cluster. But, because the population is concentrated on the east and west coasts, marketers can reach more than 60 percent of Canadian population just by looking at the provinces of Quebec and Ontario (both on the East Coast). If the populations of Alberta and British Columbia are added to the two eastern provinces, 82 percent of the population are covered.

A MINIATURE EUROPE

One of the ways Canada differs from other North American countries is that it has two official languages. Quebec is a French-speaking province, and indeed, the national government functions in two languages. In Quebec only about 13 percent of the population claim English as its mother tongue, while 83 percent claim French, and 5 percent claim some other language. In the other provinces and territories, the reverse is true. About 88 percent of the population claim English as its native language, only 4 percent claim French, and about 8 percent claim another language. Marketers must view Quebec as a separate market for product development and advertising messages.

THE CANADIAN BABY BOOM

The post-war baby boom has a substantial effect on Canada, but the age structure is also affected by immigration. Immigrants to Canada are younger, on the average, than natives. Consequently, the median age in Canada is about one year lower than in the U.S. While Canada's policymakers worry about how they will provide health care to the elderly in the twenty-first century, they still have about 21 percent of the population under age 15. Only about 11 percent of the population is aged 65 and over, much lower than in many industrialized countries. Because of international migration and the baby boom, primary growth is occurring among the age groups in which people are marrying, having families, and pursuing their careers.

> ***Because of international migration and the baby boom, primary growth is occurring among the age groups in which people are marrying, having families, and pursuing their careers.***

Montreal and Toronto, Canada's two largest cities, show great prosperity. Even though they are different markets because of the language differences, they share certain similarities. Gentrification is apparent in older areas in the city as young professionals move back to the cities. Some of these people will

*See the October 1987 issue of **Consumer Markets Abroad** and the June 1982 issue of **International Demographics** for in-depth consumer information about Canada. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

no doubt remain in the city when they begin having children, but others will migrate toward the suburbs. Thus, the suburbs can expect to continue to be the scene of growth—particularly in household services and furnishings as well as in youth items.

USE OF TIME

Because of its age structure and geography, Canada appears to be a good market for leisure-time and outdoor items. Time-use studies show how active Canadians really are. Overall, for example, Canadians spend less time watching television than people in either the United States or Japan. Japanese residents spend about 24 hours a week and U.S. residents spend about 17 hours a week watching television. In Canada, the average is only 13 hours a week, which includes the 17 hours that 55-to-64 year olds spend and the 20 hours that those aged 65 and over spend. The average 25-to-44 year old spends only about 12 hours a week viewing television.

Not surprisingly, single people spend more time with their TV set than do couples with children, and employed women spend the least time of any group. Employed women spend only about 9 hours a week on TV; homemakers, 14 hours a week; and other women, 15 hours a week. Thus, television advertising time in Canada must be chosen carefully if the target is the employed female.

PROVINCIAL DIFFERENCES

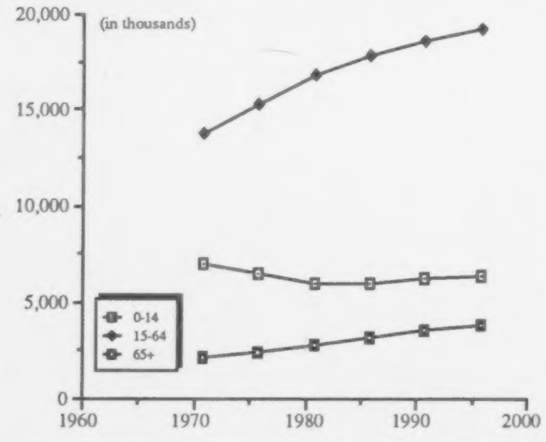
Canadian lifestyles differ substantially by province. For example, on Prince Edward Island, in Nova Scotia, and in New Brunswick, the primary method of heating homes is oil or other liquid fuels, whereas in Manitoba, Saskatchewan, and Alberta, homes are more likely to be heated with piped gas.

In Ontario, Manitoba, Alberta, British Columbia, more than a quarter of all households do not have an electric washing machine. In Alberta, about 50 percent of households own an automatic dishwasher, whereas in Quebec and Ontario, only about a third of households have this appliance. Ownership of microwave ovens in Canada increased from only 10 percent of households in 1982 to 16 percent of households in 1984, but in Saskatchewan and Alberta, more than a quarter of households have a microwave.

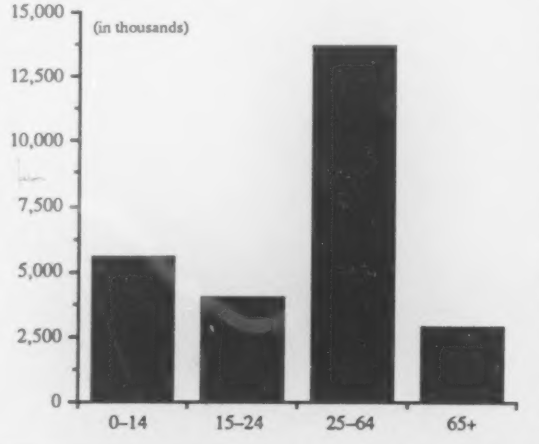
These statistics can be misleading, however. For example, nearly 33 percent of households in Alberta own a microwave, but that amounts to only about 271,000 households, whereas in Quebec where only 8.2 percent of households own a microwave, 499,000 households are involved.

NOTE: For more detailed information on Canada, see Canadian Consumer Outlook, *an in-depth Special Report from American Demographics, Inc.* ■

Canada: Population by age group, 1970–1995



Canada: Population by age group, 1988



take a quick look at Canada

POPULATION DATA FOR 1988

Total population | **26,088,000**
Rate of population growth, calendar year 1988 (percent) | **0.9**
Lifetime births per woman (total fertility rate) | **1.7**
Birth rate (births per 1,000) | **14.5**
Death rate (deaths per 1,000) | **7.3**
Population under 15 (percent) | **21.1**
Population aged 65 or over (percent) | **11.1**
Median age | **32.4**
Percent of all women in fertile age group (aged 15–49) | **53.1**
Population density (number of persons per square kilometer) | **3**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **73 / 81**
Infant mortality rate (number of deaths per 1,000 live births) | **7**
Population per physician/per nurse | **550 / 120**
Daily calorie supply per capita (calories per person per day) | **3,432**

Education

Percent literate (male/female, total percent) | **99 / 99, 99**
Enrollment in secondary education as percent of age group (male/female) | **102 / 102**
Enrollment in higher education as percent of population aged 20–24 | **44**

Labor force

Percent of labor force in agriculture/industry/services | **5 / 29 / 65**
Percent of population of working age (aged 15–64) | **68**
Age-dependency ratio | **47**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **61**
Enrollment in secondary education as percent of age group | **102**
Percent of married women aged 15–49 using contraceptives | **73**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **76 / 24**

Population of major metropolitan areas

- Toronto | **2,972,000**
- Montreal | **2,827,000**

Average annual growth in urban areas, 1980–85 (percent) | **1.1**

Average annual growth in rural areas, 1980–85 (percent) | **0.9**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **13,680**

Unemployment (percent) | **10.5**

Chile

THE ULTIMATE CONSUMERS

Chile's future looked bright in the late 1970s. Per capita GNP of $800 in 1975 had risen steadily to $2,160 in 1982. But 1982 was the year that Chile's debt drama began.

Chile is one of Latin America's most heavily indebted countries. It owed $21 billion in 1985. Only Brazil ($107 billion), Mexico ($99 billion), Argentina ($50.8 billion), and Venezuela ($33 billion) owed more. Debt-service payments for 1985 to 1987 totaled $9.2 billion.

Chile's foreign debt equals 120 percent of its annual GNP, one of the highest ratios in the world. Chile was able, however, to cut its debt by about $1.2 billion in 1986 and expects to cut another $1.8 billion by 1988.

HYPER-URBANIZATION

Chile's economic downturn and overconcentration of its population in Santiago has aggravated an already tenuous social situation. Right now, the distribution of Chile's population is a greater problem than growth. Population grew slowly at an average annual rate of 1.7 percent during the period 1965 to 1985. This figure compares to Argentina's 1.5 percent annual growth, Mexico's 2.9 percent annual growth, and Brazil's 2.4 percent annual growth.

But about 82 percent of Chileans now live in cities, up from 45 percent in 1950. Such rapid urban growth with extreme concentration of wealth and population in a single city leads to strains on urban services, slum housing, and unemployment or underemployment as workers find limited access to formal-sector jobs.

Santiago is a prime example of Latin America's tendency to create megacities. Santiago is now home to one out of every three Chileans. In 1980, 36.4 percent of Chile's population resided there. This compares to Buenos Aires' 35.2 percent share of Argentina's population, Lima-Callao's 26.6 percent of Peru's population, and Caracas' 19.6 percent of Venezuela's population. Santiago is Chile's only major city with over 1 million people. The 1980 population was about 4 million people.

> ***Right now, the distribution of the population is a greater problem than growth.***

Other important urban centers include Valparaiso (266,577), Concepcion (278,000), and Vina del Mar Valparaiso (290,014).

Chile's 1982 census counted 11.2 million people, up from 8.8 million in 1970.

SLOW GROWTH

Like Argentina, Cuba, and Uruguay, Chile experienced early and gradual declines in birth and death rates in the 1950s and 1960s. Consequently, population has grown slowly from the early 1970s to the present. This trend will continue with the growth rate falling from its current 1.5 percent to an estimated 1.41 percent in 1990 and 1.15 by the year 2000. Chile's 1988 population of 12.6 million will increase to 13 million by 1990 and about 15 million by the year 2000.

In the 1950s, Chilean women commonly bore five children. However, during the late 1960s, the fertility rate began its steady decline from about four children per woman to 2.6 children per woman in the early 1980s. Chilean women now have on average fewer children than their Latin American counterparts. In all of Latin America, only Cuban women have fewer children, averaging two lifetime births.

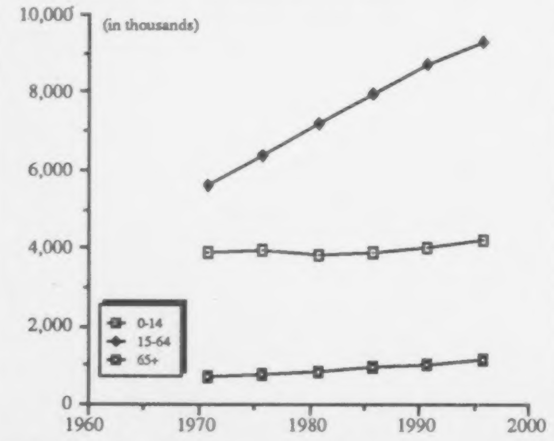
DECLINING SHARE OF YOUTH

In 1960, about 40 percent of Chileans were under age 15. However, falling birth rates reduced this proportion substantially. Chile now has a moderately young population with about 30.3 percent of its population under age 15. By the year 2000, 28 percent of the population should be aged under 15.

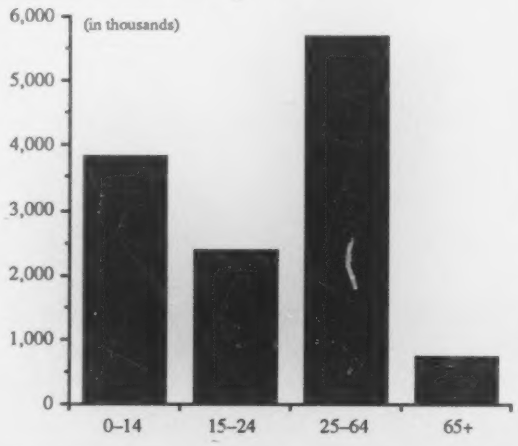
Chile will begin to age slowly. The 63 percent of this country's population between the ages of 15 and 64 will remain fairly stable, increasing to 65 percent by the year 2000. 5.9 percent of the population aged over 65, however, will increase to 6.7 percent by the year 2000 and to 9.7 percent by 2020.

In 1980, 51.7 percent of all women were between the ages of 15 and 49. This proportion is expected to remain constant, rising slightly to 52.9 percent of all women by 1988 and decreasing to 52. 4 percent in the year 2000.

Chile: Population by age group, 1970–1995



Chile: Population by age group, 1988



take a quick look at Chile

POPULATION DATA FOR 1988

Total population | **12,638,000**
Rate of population growth, calendar year 1988 (percent) | **1.5**
Lifetime births per woman (total fertility rate) | **2.5**
Birth rate (births per 1,000) | **21.4**
Death rate (deaths per 1,000) | **6.4**
Population under 15 (percent) | **30.3**
Population aged 65 or over (percent) | **5.9**
Median age | **25.6**
Percent of all women in fertile age group (aged 15–49) | **52.9**
Population density (number of persons per square kilometer) | **17**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **68 / 75**
Infant mortality rate (number of deaths per 1,000 live births) | **18**
Population per physician/per nurse | **2,733 / 452**
Daily calorie supply per capita (calories per person per day) | **2,602**

Education

Percent literate (male/female, total percent) | **90 / 89, 90**
Enrollment in secondary education as percent of age group (male/female) | **63 / 69**
Enrollment in higher education as percent of population aged 20–24 | **16**

Labor force

Percent of labor force in agriculture/industry/services | **17 / 25 / 58**
Percent of population of working age (aged 15–64) | **64**
Age-dependency ratio | **57**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **32**
Enrollment in secondary education as percent of age group | **69**
Percent of married women aged 15–49 using contraceptives | **43**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **82 / 18**

Population of major metropolitan areas

- Santiago | **4,700,000**
- Concepcion | **278,000**

Average annual growth in urban areas, 1980–85 (percent) | **2.2**

Average annual growth in rural areas, 1980–85 (percent) | **-1.3**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **1,430**

Unemployment (percent) | **15.3**

Finland

THE ULTIMATE CONSUMERS

Doing business in Helsinki, the capital of Finland, requires advertising and labelling in Finnish. Right? Only partially. While the majority of residents in Helsinki speak Finnish, nearly 9 percent of the population are Swedish, and the city has two official languages. Of the 4.9 million people who live in Finland, about 6 percent are Swedish-speaking overall, but in a few communities up to 90 percent of the population are Swedish-speaking.

SMALLER URBAN HOUSEHOLDS

People from urban communities are more likely to live in smaller households, to work, and to have a better education than those from rural communities. Finland has a low population density, although 2.9 million of its residents live in urban communities. In these cities, the density is 82.6 people per square kilometer compared with only 7.3 people per square kilometer in the rural communities.

Sixty percent of the Finnish population live in urban communities. However, these communities have nearly 64 percent of all households. In the urban areas, household size is about 2.4 persons; in the rural areas, it is about 2.9 persons. Nearly 48 percent of the urban population are economically active. However, in the countryside only 44 percent are economically active.

Of those who obtained higher education, 76 percent were urbanites, and for secondary school, 62 percent were urbanites as well.

YOUTH PLAYS A ROLE

For a country with a relatively high median age—35.7 years—nearly a fifth of the Finnish population are still under age 15. Again, there are urban/rural age differences, but they are not too dramatic. In urban communities, 19 percent of the population are aged 15 and under; in rural communities it is fully 20 percent. Nearly 70 percent of the population in urban areas are of working age, while 11.7 percent are aged 65 and older. In rural communities, only 66 percent are in the working ages of 15 to 64, and 13.3 percent are age 65 and older.

> ***People from urban communities are more likely to live in smaller households, to work, and to have a better education than those from rural communities.***

In 1984, there were 669,560 families in Finland with children under age 18. Of those, 85 percent were married couples with children (this figure includes cohabitees with children). Thirteen percent of the families were single mothers with children, and less than 2 percent were single fathers with children. These figures are similar to those in other developed countries. Married couples have the highest number of children—an average of 1.7 per family in urban areas and 1.9 per family in rural areas, while single

*See the February 1983 issue of **International Demographics** for in-depth consumer information about Finland. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

fathers with children have the least—an average of 1.3 in both rural and urban municipalities.

Age-specific fertility rates in Finland confirm that women are waiting longer to have children. The birth rate for 20-to-24 year olds in 1975 was 105.5 per 1,000 women. By 1984, it had dropped to 82 births per 1,000 women. For women aged 30 to 34, however, the birth rate has risen from 59.6 in 1975 to 78.3 in 1984. The rate is even rising slightly for older women. In 1975 women aged 40 to 44 had 5.9 births per thousand. By 1984, that rate had risen to 7.0 births.

THE STATUS OF WOMEN

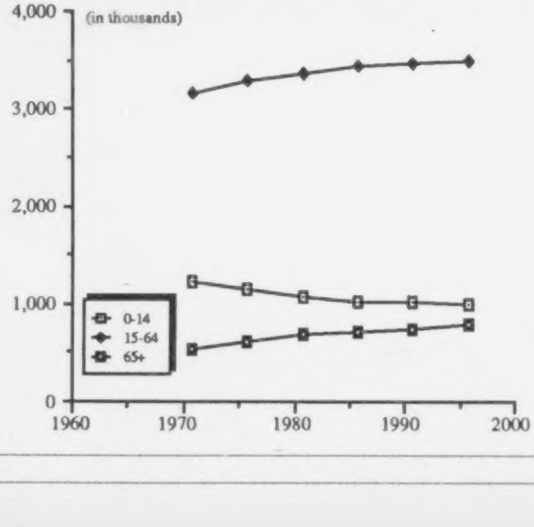
Nearly 26 percent of Finnish women have completed a third level of education—the equivalent of college in the U.S. This is a slightly higher proportion than the population as a whole. Whereas only 14 percent of women aged 65 and older ever completed their education, 80 percent of 20-to-24 year-old women have done so. Of those, 92 percent completed the second level—high school—and 8 percent have completed college. Among 25-to-29 year olds, 75 percent completed the second level and a quarter completed college. Thus, Finnish women are taking advantage of higher education in much the same way that women in other developed countries are.

Not surprisingly, given their high educational levels, Finnish women have one of the highest labor force participation rate in the world—nearly 74 percent aged 15 to 64 work outside the home. Labor-saving devices are much in evidence in this country. Microwave ovens, which have not penetrated the European market the way they have the U.S. market, are found in 3 percent of Finnish households. The only country in Europe that has a higher ownership rate is the United Kingdom with 14 percent. Austria and West Germany match Finland with 3 percent penetration.

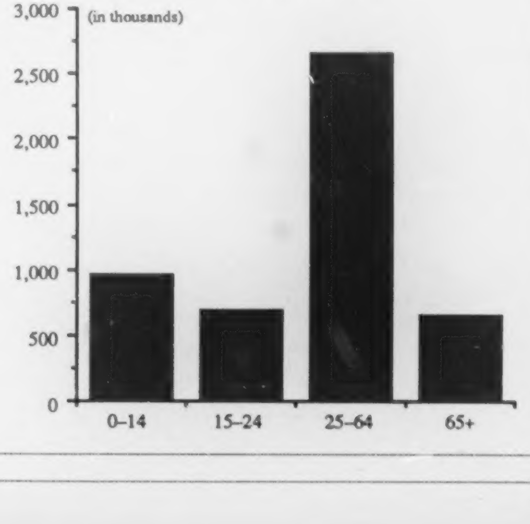
MORE FINNS PAY FOR LEISURE ACTIVITIES

One of the few categories of personal expenditure that is growing slightly in Finland is the area of recreation, entertainment, education, and cultural services. The Finns' high level of education, fairly stable economy, and relatively high per capita GNP—$10,890—provide an environment in which people can spend time and money on their personal interests.

Finland: Population by age group, 1970–1995



Finland: Population by age group, 1988



take a quick look at Finland

POPULATION DATA FOR 1988

Total population | **4,950,000**
Rate of population growth, calendar year 1988 (percent) | **0.3**
Lifetime births per woman (total fertility rate) | **1.7**
Birth rate (births per 1,000) | **12.5**
Death rate (deaths per 1,000) | **10.0**
Population under 15 (percent) | **19.4**
Population aged 65 or over (percent) | **13.0**
Median age | **35.7**
Percent of all women in fertile age group (aged 15–49) | **49.3**
Population density (number of persons per square kilometer) | **15**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **71 / 79**
Infant mortality rate (number of deaths per 1,000 live births) | **6**
Population per physician/per nurse | **481 / 100**
Daily calorie supply per capita (calories per person per day) | **3,026**

Education

Percent literate (male/female, total percent) | **99 / 99**
Enrollment in secondary education as percent of age group (male/female) | **94 / 100**
Enrollment in higher education as percent of population aged 20–24 | **31**

Labor force

Percent of labor force in agriculture/industry/services | **12 / 35 / 53**
Percent of population of working age (aged 15–64) | **68**
Age-dependency ratio | **46**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **74**
Enrollment in secondary education as percent of age group | **100**
Percent of married women aged 15–49 using contraceptives | **80**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **60 / 40**

Population of major metropolitan areas

- Helsinki | **938,000**
- Turku | **257,000**

Average annual growth in urban areas, 1980–85 (percent) | **1.9**

Average annual growth in rural areas, 1980–85 (percent) | **-1.3**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **10,890**

Unemployment (percent) | **6.3**

France

THE ULTIMATE CONSUMERS

France is expected to stay a bit younger than its aging European neighbors West Germany, Sweden, Denmark, Great Britain, Italy, and Holland. In the last 25 years, the French population has grown steadily, from about 45.6 million in 1960 to 55.8 million in 1988.

Because of falling fertility rates, however, the French population is expected to grow at a much slower rate in the next 25 years. Projected population for the year 2010 is about 57.8 million. French fertility rates fell below replacement level in the early 1970s and have hovered around 1.8 children per woman since that period. Given present socioeconomic and cultural conditions, the fertility rate is not expected to rise above 1.9 children per woman until after 2020.

SINGLE LIVING

Living under one roof is passé with the French. The singles life is increasingly popular for older French women, either by choice (greater availability of housing) or by default (children unwilling to share their homes).

As a result of this trend, the number of one-person households in France jumped from 2.8 million in 1962 to 4.8 million in 1982. By 1982, one in every four French households was a one-person household. In two-thirds of these households, that one person was a woman.

Between 1962 and 1982, the number of households in France grew 10.4 percent—twice as rapidly as the population—with average household size dropping from 3.1 members in 1962 to 2.7 members in 1982. Large families have almost disappeared, replaced instead by the typical nuclear family of a couple and two children.

Although couples are being formed somewhat later than those in 1962, living as a couple is still the normal pattern for the vast majority of French from early adulthood on.

> ***Large French families have almost disappeared, replaced instead by the typical nuclear family of a couple and two children.***

Because of earlier retirement, the number of retired couples almost doubled between 1962 and 1982. At present, one in five couples is a retired couple. This trend is particularly important for marketers. With time on their hands and the energy to enjoy it, young retirees enter a new stage of life with special demands for goods and services.

STATUS OF FRENCH WOMEN ON THE RISE

With younger people staying in school longer and older people retiring earlier, French women have gone to work in droves. Women now make up 41 percent of the French workforce, up from 35 percent of the work force in 1962. About 9.6 million women are in the labor force.

Once working, French women are more

*See the September 1984 issue of **International Demographics** for in-depth consumer information about France. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

likely than their EC counterparts to continue after marriage. Usually, EC women workers break for childrearing, with the employment activity rate for women in the 20-to-25 age group dropping steadily until the 30-to-35 age group is reached. After marriage, the activity rate among women in the Community drops from an average of 48 percent to 42 percent, as compared to a rise in the French activity rate from 48 percent to 50 percent. About six out of ten women between the ages of 19 and 45 work.

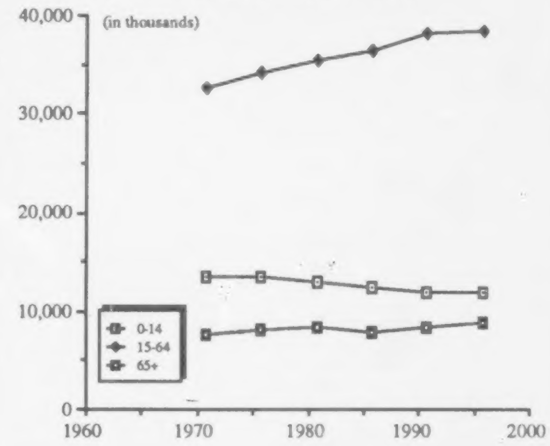
The French are generally more supportive of the liberated woman than other Europeans, according to a recent EC survey. Except for the Danes and the Dutch, a greater percentage of the French expressed equal confidence in women carrying out traditional male activities such as doctoring and holding a government post than any other EC nationality. And 40 percent of the French polled felt that strict equality in the sharing of household duties was the best division of roles in the family. This percentage was bested only by Danes (46 percent) and Greeks (51 percent).

MINITEL MADNESS AND FRENCH HIGH-TECH

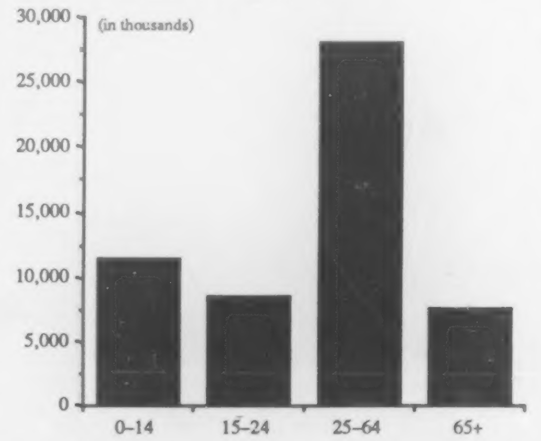
Who would ever think that using your telephone would be a revolutionary act? But in France, where *Minitel* videotex terminals connect over a million French households to a nationwide electronic telephone directory, the communications revolution is just one call away. The *Minitel* video screens are linked to information banks, allowing users not only to call up telephone numbers but to read the morning newspaper and want ads, to bank, and to shop. With 1.4 million terminals in use, France's Teletel—the national videotex system operated by the state-owned monopoly *Postes Telephones and Telecommunications* (PTT)—is the world's first thriving mass-consumer videotex system.

France's love affair with the *Minitel* is contributing to increasing interest in high-tech endeavors. A recent study found that two-thirds of the French polled were enthusiastic about or interested in computers. Armchair banking and shopping through *Minitel* and smart cards is a national craze. *Minitel's* super-successful *le Kiosque,* which allows users to read news synopses, go through want ads, and communicate with each other, has been both hailed as a friend to the lonely and decried as a vehicle for further isolation and alienation.

France: Population by age group, 1970–1995



France: Population by age group, 1988



take a quick look at France

POPULATION DATA FOR 1988

Total population | **55,798,000**
Rate of population growth, calendar year 1988 (percent) | **0.4**
Lifetime births per woman (total fertility rate) | **1.8**
Birth rate (births per 1,000) | **13.6**
Death rate (deaths per 1,000) | **10.1**
Population under 15 (percent) | **20.4**
Population aged 65 or over (percent) | **13.6**
Median age | **34.3**
Percent of all women in fertile age group (aged 15–49) | **48.1**
Population density (number of persons per square kilometer) | **102**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **72 / 80**
Infant mortality rate (number of deaths per 1,000 live births) | **9**
Population per physician/per nurse | **460 / 110**
Daily calorie supply per capita (calories per person per day) | **3,359**

Education

Percent literate (male/female, total percent) | **99 / 99, 99**
Enrollment in secondary education as percent of age group (male/female) | **84 / 96**
Enrollment in higher education as percent of population aged 20–24 | **27**

Labor force

Percent of labor force in agriculture/industry/services | **9 / 35 / 56**
Percent of population of working age (aged 15–64) | **66**
Age-dependency ratio | **52**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **53**
Enrollment in secondary education as percent of age group | **96**
Percent of married women aged 15–49 using contraceptives | **79**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **73 / 27**

Population of major metropolitan areas

Paris	**8,633,000**
Lyon	**1,170,000**

Average annual growth in urban areas, 1980–85 (percent) | **0.4**

Average annual growth in rural areas, 1980–85 (percent) | **0.2**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **9,540**

Unemployment (percent) | **9.9**

East Germany

THE ULTIMATE CONSUMERS

In 1975, East and West Germany had the dubious distinction of being two of the few countries in the world experiencing natural decrease in their populations. The number of deaths in the populations of both countries was greater than the number of births by 50,000 to 60,000.

But, a mere 10 years later, these two nations couldn't be farther apart. West Germany is still losing ground with a projected decline from its present 61 million to 58 million by the year 2000, while East Germany has reversed its falling birth rate, increasing its annual number of births by one-third from 180,000 per year to 240,000 a year.

Why such a stunning reversal? In 1976, spurred by the vision of an old and shrinking population, the East German government implemented family policies to encourage births. This attempt has paid off so far. The average number of lifetime births per woman is expected to continue to rise from its present 1.8 children per woman to 1.9 children per woman by the year 2000. This level is close to the 2.1 children per couple needed in order for a population to just reproduce itself.

East Germany's estimated 1988 population of 16.6 million people will therefore remain relatively stable, decreasing only slightly to 16.5 million by the year 2000. Soon after the turn of the century, however, the growth rate will go from negative to positive—an almost negligible increase of .03 percent.

MAKING MOTHERHOOD ATTRACTIVE

The question remains as to whether East Germany's experiment can be transferred to other rapidly aging countries, such as Japan, most of Western Europe, and the U.S. The 1976 measures taken by East Germany were not costly, but they also gave mothers-to-be advantages most Western countries could not offer.

> ***In 1976, spurred by the vision of a country populated by old people and a declining population, the East German government implemented family policies to encourage births.***

Incentives included parental leave for one year at 70 percent to 80 percent of salary, one month's additional salary and an additional day's leave per month for each additional birth, a 40-hour work week instead of the regular 43 hours, priority allocation of housing based on the number of children in the household, and access to loans at marriage and at each birth to pay for household necessities. In addition, no woman with a child under three can be fired from her job.

HEADING OFF OLD AGE

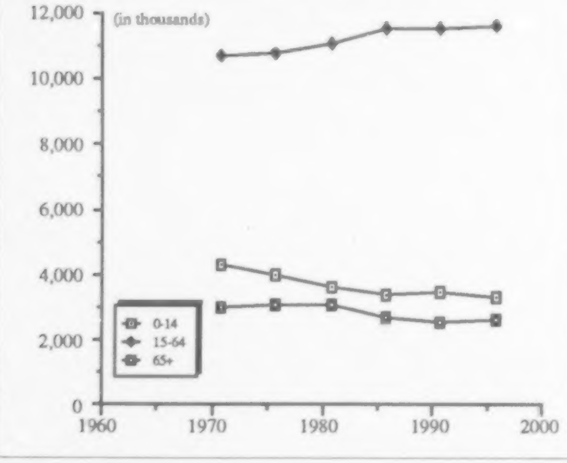
Increasing the birth rate was just what East Germany needed to stall population aging. In

1970, 15.5 percent of the population was 65 or over. By 1988, this proportion had dropped to 13.2 percent. This proportion is expected to rise again to 14.6 percent by the year 2000. The share of those under age 15 will continue decreasing, however, from 19.5 percent of the population in 1988 to about 17.4 percent of the population by the year 2000. The slack is expected to be taken up by those of working age (15 to 64 years). This proportion will increase from 67.5 percent of the population in 1985 to 68 percent by the year 2000.

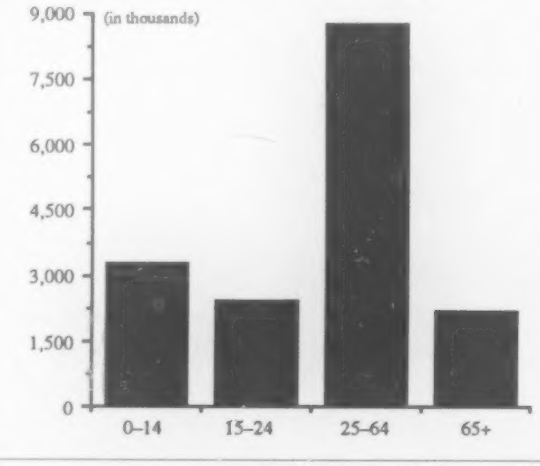
EAST GERMAN PER CAPITA GNP IS HIGHEST IN EASTERN BLOC

Although GNP per capita dollar figures are difficult to come by for centrally planned economies, The World Bank recently released figures estimating 1980 GNP per capita for eight Eastern Bloc countries. Not surprisingly, East Germany came out on top with per capita GNP of $5,910 in 1980 (52 percent of U.S. per capita GNP for the same year), followed by Czechoslovakia, $4,740; Hungary, $4,390; USSR, $4,190; Poland, $3,730; Bulgaria, $3,551; Romania, $2,680; and Yugoslavia, $2,620. East Germany's official GNP growth rate was 3.9 percent annually between 1977 and 1980, although The World Bank estimate counting hidden inflation is closer to 1 percent annually during the same period.

East Germany: Population by age group, 1970–1995



East Germany: Population by age group, 1988



take a quick look at East Germany

POPULATION DATA FOR 1988

Total population | **16,597,000**
Rate of population growth, calendar year 1988 (percent) | **-0.1**
Lifetime births per woman (total fertility rate) | **1.8**
Birth rate (births per 1,000) | **13.4**
Death rate (deaths per 1,000) | **13.1**
Population under 15 (percent) | **19.5**
Population aged 65 or over (percent) | **13.2**
Median age | **35.0**
Percent of all women in fertile age group (aged 15–49) | **47.2**
Population density (number of persons per square kilometer) | **153**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **69 / 76**
Infant mortality rate (number of deaths per 1,000 live births) | **11**
Population per physician/per nurse | **425 / 1,036**
Daily calorie supply per capita (calories per person per day) | **3,791**

Education

Percent literate (male/female, total percent) | **NA / NA, NA**
Enrollment in secondary education as percent of age group (male/female) | **90 / 85**
Enrollment in higher education as percent of population aged 20–24 | **30**

Labor force

Percent of labor force in agriculture/industry/services | **11 / 50 / 39**
Percent of population of working age (aged 15–64) | **67**
Age-dependency ratio | **49**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **NA**
Enrollment in secondary education as percent of age group | **85**
Percent of married women aged 15–49 using contraceptives | **NA**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **77/23**

Population of major metropolitan areas

- East Berlin | **1,203,000**
- Leipzig | **555,000**

Average annual growth in urban areas, 1980–85 (percent) | **0.2**

Average annual growth in rural areas, 1980–85 (percent) | **-0.7**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **5,910**

Unemployment (percent) | **NA**

Greece

THE ULTIMATE CONSUMERS

Greece's entry into the European Economic Community has not been easy. Despite the fact that it has strong agricultural and fishing industries that employ about 31 percent of the population, Greece needs to modernize its major industries, such as food processing and packaging facilities, in order to compete with other EEC countries.

ELDERLY TO INCREASE SLOWLY

Of Greece's 10 million people, only a fifth are aged 15 and under. Fourteen percent of the population are age 65 and older. The median age in Greece is about 36 years. The share of the population aged 65 and over is projected to increase slowly—from 13.6 percent in 1990 to 16.1 percent by the turn of the century. The group under age 15 will be fairly stable at 20 percent of the population through the year 2000, given current expected trends in births and deaths. Greece should have no problems supplying new entrants for the labor force from now through the year 2000, even though its birth rate is only 11.9 and its annual population growth rate is less than 1 percent.

WOMEN LAG BEHIND

The low status of women in Greece has contributed to its slow development. Among women in the appropriate age groups in Greece, only 82 percent are enrolled in secondary school, compared to 89 percent of boys. In total, only 18 percent of the population aged 20 to 24 are enrolled in college. Women account for only 35 percent of the labor force. Literacy figures show that only about 86 percent of women are literate, compared with 96 percent of men.

Opportunities for employment are limited for women, in part because the service industries have grown slowly in Greece. Only 40 percent of the workforce find employment in services, where women have traditionally found the most opportunity. Twenty-nine percent of Greek workers are employed in industry. The other 31 percent are employed in agriculture. This high level of employment in agriculture is one factor in maintaining a low per capita GNP of $3,550.

> ***Only 40 percent of the workforce find employment in services, where women have traditionally found the most opportunity.***

While women represent almost the same share of the workforce in urban and rural areas, the type of work they perform differs significantly. Overall, 52 percent of working women are salaried employees, 28 percent are non-paid family members, and less than 1 percent are employers. In urban areas, 4 percent are employers, 66 percent are salaried employees, and only 2 percent are considered non-paid family members.

See the September 1987 issue of ***Consumer Markets Abroad*** *for in-depth consumer information about Greece. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

MARRIAGE RATES LOW

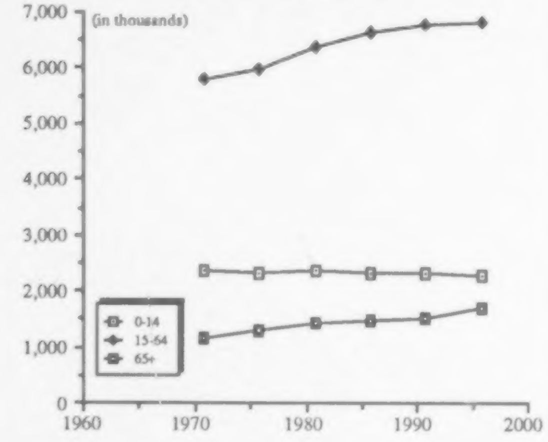
Household size is declining in Greece. In 1971, there were 2.5 million households with an average size of 3.4 persons per household; today there are nearly 3 million households with an average size of 3.2 persons per household. The actual number of marriages has remained fairly stable since the 1960s, with 9.4 per thousand people marrying in 1965 and 6.5 per 1,000 people marrying in 1980.

Still, only 51 percent of the population are married. Nearly 42 percent have never married, 6 percent are widowed, and less than 1 percent are divorced. Greece may be one of few industrialized countries where there are more never-married men than women.

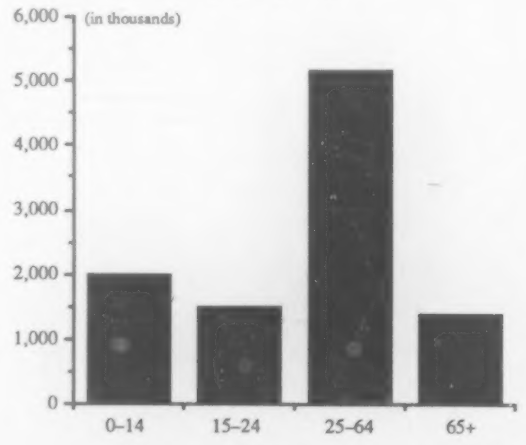
EDUCATION REMAINS PROBLEMATIC

Education, or the lack of it, is important to an understanding of Greece. Nearly 16 percent of the population aged 10 and older had not completed primary school in 1981. In 1981, only 4 percent of the population had completed higher education, according to data from a 10 percent sample of the census. Including the 4 percent who have completed higher education, 21 percent of the population aged 10 and older have completed high school and/or attained some education beyond secondary school. Three times as many men as women have completed a college degree. Compulsory education through high school (9 years of schooling) was instituted in 1981, so subsequent census figures should reflect higher levels of education. All colleges are run by the state.

Greece: Population by age group, 1970–1995



Greece: Population by age group, 1988



take a quick look at Greece

POPULATION DATA FOR 1988

Total population | **10,015,000**
Rate of population growth, calendar year 1988 (percent) | **0.3**
Lifetime births per woman (total fertility rate) | **1.7**
Birth rate (births per 1,000) | **11.9**
Death rate (deaths per 1,000) | **9.4**
Population under 15 (percent) | **20.0**
Population aged 65 or over (percent) | **13.6**
Median age | **35.9**
Percent of all women in fertile age group (aged 15–49) | **46.5**
Population density (number of persons per square kilometer) | **76**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **74 / 80**
Infant mortality rate (number of deaths per 1,000 live births) | **12**
Population per physician/per nurse | **700 / 370**
Daily calorie supply per capita (calories per person per day) | **3,721**

Education

Percent literate (male/female, total percent) | **96 / 86, 91**
Enrollment in secondary education as percent of age group (male/female) | **89 / 82**
Enrollment in higher education as percent of population aged 20–24 | **18**

Labor force

Percent of labor force in agriculture/industry/services | **31 / 29 / 40**
Percent of population of working age (aged 15–64) | **66**
Age-dependency ratio | **51**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **39**
Enrollment in secondary education as percent of age group | **82**
Percent of married women aged 15–49 using contraceptives | **NA**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **69 / 31**
Population of major metropolitan areas
  Greater Athens | **3,252,000**
  Thessaloniki | **706,000**
Average annual growth in urban areas, 1980–85 (percent) | **1.3**
Average annual growth in rural areas, 1980–85 (percent) | **-0.7**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **3,550**
Unemployment (percent) | **7.8**

Hong Kong

THE ULTIMATE CONSUMERS

Japan's competitive-price loss in world export markets is Hong Kong's gain. Demand for Hong Kong's light consumer goods is on the rise in both Western Europe and Japan. In the first eight months of 1987, exports rose by 31 percent from a year earlier to $15.8 billion. This expansion comes on top of an almost 18 percent increase in 1986.

Positive indicators on sustained economic growth include revived private-sector investment, low inflation, balanced budgets, and rising fortunes in the People's Republic of China—a fortune that middle-man Hong Kong has much to do with. Pessimists, however, look to the coming change of government, the health of the financial sector, and the loss of competitive edge to other Asian nations, especially Taiwan and South Korea, as warnings of difficult times ahead. And, as do all Asian nations with export-led economic growth, Hong Kong must worry about protectionist backlash.

Most expect Hong Kong's future strength to be aided by its ties to China, where a labor-intensive manufacturing sector can be backed up by Hong Kong's front-end services—marketing, product design, and tooling—and back-end and tertiary services—banking, shipping, testing, packaging, and customer service. Analysts see Hong Kong changing from a manufacturing center to a trading center, offering services to those trading with such areas as Shanghai and Canton.

Experts see the areas of computer-aided design and computer-aided manufacturing as growth areas for Hong Kong. The government, which is traditionally hands-off when it comes to supporting and nurturing industries (in contrast to South Korea, Taiwan, and Singapore), is pushing industry to move into advanced automation and precision manufacturing.

> ***Analysts see Hong Kong changing from a manufacturing center to a trading center, offering services to those trading with such areas as Shanghai and Canton.***

TURNING GRAY

As a result of low fertility and low mortality, the Hong Kong population is aging rapidly—much in the same vein as its European and American counterparts. In 1987, 8.3 percent of the population were aged 65 and over, compared with only 2.8 percent in 1961. Hong Kong still has a younger population than the U.S., however. The proportion of Hong Kong residents under age 15 has almost halved since 1961 (from 41 percent to 22 percent) and is now close to that in the U.S. In 1987, the median age in Hong Kong was 30 years, versus 31.7 years in the U.S.

Projections show that 10 to 11 percent of Hong Kong's population will be aged 65 and over by 2001, depending on future immigration trends. Those under age 15 should

*See the September 1983 issue of **International Demographics** for in-depth consumer information about Hong Kong. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

drop to about 21 percent by 2001. These figures suggest that a growing number of elderly will depend on fewer younger people. The share of the population aged 15 to 64—those potentially in the labor force—has grown from 56 percent in 1961 to 69 percent in 1986.

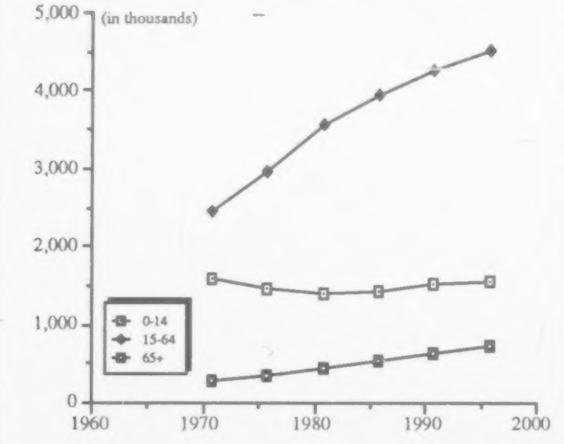
IMMIGRATION DRIVES POPULATION GROWTH

Because of sporadic immigration, Hong Kong's growth rate fluctuates. Between 1971 and 1977, for example, it averaged 1.9 percent per year, while in 1978, 1979, and 1980, it was 3.4 percent, 6.3 percent, and 2.6 percent, respectively. In all previous census years, natural increase was the largest component of population growth. But from 1976 to 1981, net immigration was at an all-time high, minimizing the natural increase component to 42 percent of population growth.

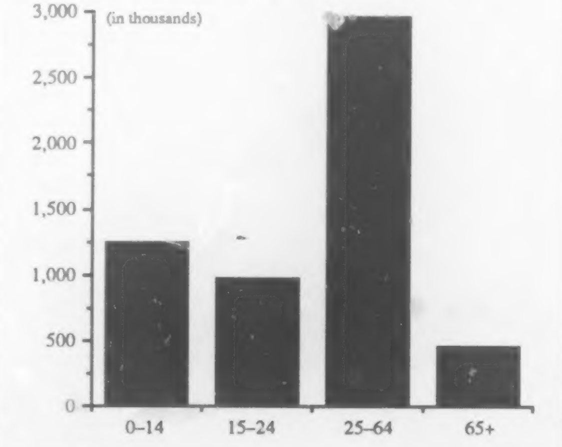
With the large influx of immigrants in the late 1970s, the annual growth rate between 1976 and 1981 averaged 2.8 percent a year despite falling fertility. Nearly 400,000 Chinese immigrants entered the country between 1978 and 1981. Hong Kong also received more than 50,000 Vietnamese "boat people" in 1979.

Estimating 44,000 immigrants per year, the Hong Kong Census and Statistics Department predicts a population of 6.2 million people by 1991 and 7.1 million by 2001. With later marriages, fewer women in their child-bearing years, and preferences for fewer children, the number of lifetime births per woman in 1987 remained low at 1.4.

Hong Kong: Population by age group, 1970–1995



Hong Kong: Population by age group, 1988



take a quick look at Hong Kong

POPULATION DATA FOR 1988

Total population | **5,651,000**
Rate of population growth, calendar year 1988 (percent) | **1.1**
Lifetime births per woman (total fertility rate) | **1.4**
Birth rate (births per 1,000) | **13.4**
Death rate (deaths per 1,000) | **5.0**
Population under 15 (percent) | **22.1**
Population aged 65 or over (percent) | **8.3**
Median age | **30.0**
Percent of all women in fertile age group (aged 15–49) | **55.0**
Population density (number of persons per square kilometer) | **5,331**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **75 / 81**
Infant mortality rate (number of deaths per 1,000 live births) | **7**
Population per physician/per nurse | **1,300 / 800**
Daily calorie supply per capita (calories per person per day) | **2,698**

Education

Percent literate (male/female, total percent) | **90 / 64, 77**
Enrollment in secondary education as percent of age group (male/female) | **66 / 72**
Enrollment in higher education as percent of population aged 20–24 | **13**

Labor force

Percent of labor force in agriculture/industry/services | **2 / 51 / 47**
Percent of population of working age (aged 15–64) | **70**
Age-dependency ratio | **44**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **54**
Enrollment in secondary education as percent of age group | **72**
Percent of married women aged 15–49 using contraceptives | **72**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural)	**92/8**
Population of major metropolitan areas	
New Kowloon	**1,651,000**
Hong Kong Island	**1,184,000**
Average annual growth in urban areas, 1980–85 (percent)	**2.1**
Average annual growth in rural areas, 1980–85 (percent)	**-0.3**

ECONOMIC INDICATORS

Annual per capita GNP (US$)	**6,230**
Unemployment (percent)	**3.6**

Ireland

THE ULTIMATE CONSUMERS

Advertisements to attract new industry to Ireland emphasize its young, well-educated population. Of the Ultimate Consumer countries, Ireland has the highest birth rate and the lowest median age. It is one of the few countries in the industrialized world not facing the problem of an aging population within the next decade. Ireland's birth rate is 15 births per thousand and its median age is 30.7—quite a difference compared with countries where the median age has already reached the mid-30s and early 40s.

Ireland is plagued by political troubles. Nevertheless, its demographic structure suggests a large potential for economic growth in the future.

URBAN GROWTH IS ON THE RISE

Only 57 percent of Ireland's population are urban dwellers. Cities are growing at an average of 1.8 percent a year, which is high for industrialized cities. Eastern cities are growing the fastest, especially in Leinster and Munster provinces.

Only 19 percent of the Irish still work in agriculture. Thirty-four percent work in industry, and 48 percent work in services—lower than in any other European country except Portugal and Greece. It is no wonder the government is working so hard to attract industry. Ireland's unemployment rate—18 percent—is one of the highest in Europe.

Ireland's GNP per capita is estimated at $4,850—a low rate that leaves much room for growth in the coming years.

THE YOUNG DOMINATE

Thirty-two percent of the Irish are under age 15 and only 12 percent are over age 65. Thus there is still a strong working age population to support the needs of the young and the old. The Irish are putting emphasis on education and trying to prepare their young for a more modern society. The government spent 6.2 percent of the GDP on education in 1982, compared to only 5.5 percent in Italy, 5 percent in Japan, and 5.2 percent in France. But only 88 percent of its young men who are eligible for secondary school are enrolled, and only 22 percent of its young people currently go on to a higher education.

> ***Despite the relatively high birth rates in Ireland, the traditionally large Irish family is on the decline.***

DIVORCE REMAINS OUTLAWED—SINGLE HOUSEHOLDS INCREASE

Last year there was an attempt to legalize divorce in Ireland, but it was struck down. Census data on marital status are affected by Ireland's laws on divorce. Women who are

*See the April 1984 issue of **International Demographics** for in-depth consumer information about Ireland. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

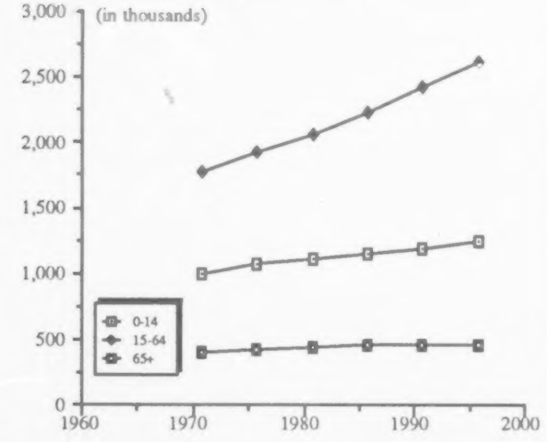
not living with their legal husband, but who have not been able to obtain a divorce because it is against the law, often choose to live with someone who is not their legal spouse. On census questionnaires, their only choice is to mark "married, widowed, or other status," so they end up in a married category even though they are not occupying a household with their legal spouse.

Despite the relatively high birth rates in Ireland, the traditionally large Irish family is on the decline. Average household size has declined from nearly 4 persons per household in the early 1970s to about 3.5 persons per household now. About 17 percent of households are one-person households, an increase of about 50 percent in the last decade. In Dublin, one-person households represent 24 percent of all households.

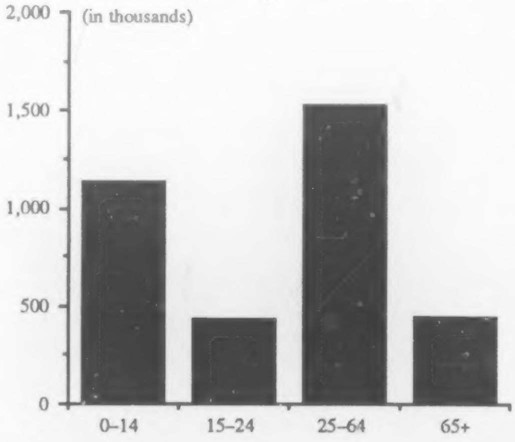
WORKING WOMEN ARE LIKELY SINGLE

With a higher share of Irish women than men attending high school, it is not surprising to find that 36 percent of women who are of working age are in the labor force. But unlike the United States, where married women work in equal shares with single women, in Ireland about 64 percent of the women who work are single. The highest labor force rates are among younger women. About 30 percent of the total Irish labor force are women. They constitute nearly 49 percent of workers in the professional and technical category. Ireland's census includes an occupational category called "home duties" and twice as many women choose that category as some other occupational category.

Ireland: Population by age group, 1970–1995



Ireland: Population by age group, 1988



take
a
quick
look
at Ireland

POPULATION DATA FOR 1988

Total population | **3,532,000**
Rate of population growth, calendar year 1988 (percent) | **-0.1**
Lifetime births per woman (total fertility rate) | **2.4**
Birth rate (births per 1,000) | **15.0**
Death rate (deaths per 1,000) | **9.2**
Population under 15 (percent) | **32.0**
Population aged 65 or over (percent) | **12.4**
Median age | **30.7**
Percent of all women in fertile age group (aged 15–49) | **44.4**
Population density (number of persons per square kilometer) | **50**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **71 / 78**
Infant mortality rate (number of deaths per 1,000 live births) | **8**
Population per physician/per nurse | **774 / 126**
Daily calorie supply per capita (calories per person per day) | **3,831**

Education

Percent literate (male/female, total percent) | **98 / 94, 97**
Enrollment in secondary education as percent of age group (male/female) | **88 / 98**
Enrollment in higher education as percent of population aged 20–24 | **22**

Labor force

Percent of labor force in agriculture/industry/services | **19 / 34 / 48**
Percent of population of working age (aged 15–64) | **56**
Age-dependency ratio | **80**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **36**
Enrollment in secondary education as percent of age group | **98**
Percent of married women aged 15–49 using contraceptives | **60**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **57 / 43**
Population of major metropolitan areas
  Dublin | **915,000**
  Cork | **150,000**
Average annual growth in urban areas, 1980–85 (percent) | **1.8**
Average annual growth in rural areas, 1980–85 (percent) | **0.4**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **4,850**
Unemployment (percent) | **18.1**

Italy

THE ULTIMATE CONSUMERS

The reputation for strict Roman Catholicism and great loving in Italy do not necessarily fit the current demographic trend of steadily declining birth rates. Among OECD countries, only West Germany has a lower birth rate. Despite bans by the church, 78 percent of women aged 15 to 49 use contraceptives.

At 11 births per thousand, Italy's population is growing at less than 0.20 percent. The population in 1988 is estimated to be about 57.5 million, making Italy second only to West Germany in population among the European countries. If West Germany's population loss continues, Italy could overtake it in size around the turn of the century.

With a female life expectancy of 80 years (one of the highest in the world)and a male life expectancy of 73, Italy's population is expected to continue to grow and age quickly. Half the population will be age 38 or older by the turn of the century, just shy of West Germany's median age of 41 years.

ROOM TO GROW

While Italy has the birth rate of a much older nation, its economic development is still in a youthful stage. Of the industrialzied countries, Italy has one of the lowest rates of labor force employment working in services, and nearly 12 percent of its workers are employed in agriculture.

Levels of school enrollment are low compared to other European countries. Fewer than three-quarters of young Italian men and women are enrolled in secondary school. Of those who do complete secondary school, a higher education is common. About 26 percent of those aged 20 to 24 are enrolled in some form of higher education. Overall, however, only about 3 percent of the population go on to higher education.

Average household size is large for a country like Italy. While other industrialized countries have as few as 2.1 to 2.5 persons per household, Italy still has about 3 persons per household. Household size is unlikely to go below 3 until nearly the turn of the century.

> ***While Italy's GNP per capita is estimated at only $6,520, one of the lower rates among Western European nations, that figure does not take into account the underground economy.***

And while informal unions have caught on in nearly every other European nation, Italy is one of the holdouts. Marriage without benefit of a ceremony is still unusual, as is divorce. Fully 86 percent of Italian couples still choose a religious ceremony.

REGIONAL DIFFERENCES TRANSLATE INTO SPENDING

For marketers, regional differences in Italy must be considered carefully. Northern provinces have already shifted to a service economy, while southern provinces are just moving into industry after years of reliance on

See the February 1986 issue of ***International Demographics*** *for in-depth consumer information about Italy. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

agriculture.

While the median age in Italy is about 36 years, it is much higher in a province like Liguria—where retirees are likely to go. Here, median age is 42 and 18 percent of the population are aged 65 and older, compared with a national share of only about 13 percent. Household size varies by province as well. Liguria, the old folks home, has about 2.5 persons per household, whereas Puglia, a southern province that is one of the fastest-growing in the country, has about 3.4 persons per household.

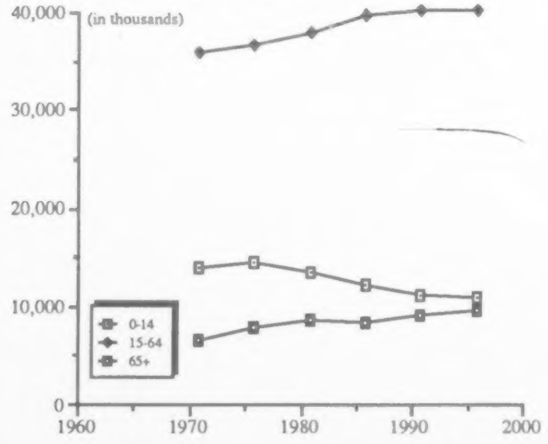
Working women are not as prevalent in Italy as in some other well-developed countries, although there are indications that more of them would be working if the jobs were available. Again, there are substantial regional variations. In the developed north, nearly 37 percent of women work in provinces such as Emilia Romagna, whereas in the more traditional southern provinces such as Sicilia, only about 18 percent of women work outside the home. These variations create substantially different consumer needs and wants. Women in northern provinces are more likely to need and pay for time-saving appliances.

Birth rates, too, range from as high as 14 or 15 births per thousand in some southern provinces to as low as 6 and 7 births per thousand in Liguria, Valle d'Aosta and Emilia Romagna.

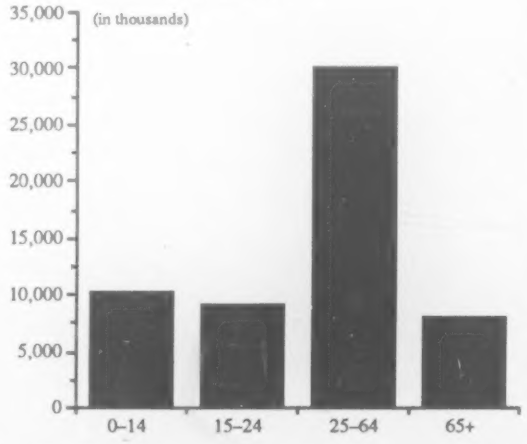
UNDERGROUND ECONOMY

While Italy's GNP per capita is estimated at only $6,520, one of the lower rates among Western European nations, that figure does not take into account the underground economy. Because of this activity, the 170 percent difference officially reported between the per capita GDP of the richest province, Valle d'Aosta, and the poorest, Calabria, may be overstated. While GNP per capita is estimated at only about $6,500, mean annual household budgets reported in 1983 varied from the equivalent of $11,950 in Lombardia to $7,400 in Molise, with a national average of $10,026. And, true to their international image, the consumption of cereals (including pasta) accounts for nearly 4 percent of the average household budget.

Italy: Population by age group, 1970–1995



Italy: Population by age group, 1988



take a quick look at Italy

POPULATION DATA FOR 1988

Total population | **57,455,000**
Rate of population growth, calendar year 1988 (percent) | **0.2**
Lifetime births per woman (total fertility rate) | **1.5**
Birth rate (births per 1,000) | **11.0**
Death rate (deaths per 1,000) | **9.9**
Population under 15 (percent) | **17.7**
Population aged 65 or over (percent) | **14.0**
Median age | **36.2**
Percent of all women in fertile age group (aged 15–49) | **48.7**
Population density (number of persons per square kilometer) | **191**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **73 / 80**
Infant mortality rate (number of deaths per 1,000 live births) | **8**
Population per physician/per nurse | **750 / 250**
Daily calorie supply per capita (calories per person per day) | **3,538**

Education

Percent literate (male/female, total percent) | **96 / 93, 94**
Enrollment in secondary education as percent of age group (male/female) | **74 / 73**
Enrollment in higher education as percent of population aged 20–24 | **26**

Labor force

Percent of labor force in agriculture/industry/services | **12 / 41 / 48**
Percent of population of working age (aged 15–64) | **68**
Age-dependency ratio | **46**

STATUS OF WOMEN

Labor force participation rate (percent of women 14–64 in the labor force) | **41**
Enrollment in secondary education as percent of age group | **73**
Percent of married women aged 15–49 using contraceptives | **78**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **67 / 33**

Population of major metropolitan areas

- Milan | **4,635,000**
- Rome | **2,944,000**

Average annual growth in urban areas, 1980–85 (percent) | **0.3**

Average annual growth in rural areas, 1980–85 (percent) | **-0.5**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **6,520**

Unemployment (percent) | **10.6**

Japan

THE ULTIMATE CONSUMERS

Japan's 123 million people buy the second largest quantity of goods and services in the world. The seventh most populous nation in the world, its total land area, however, is smaller than that of California, and as a result, Japan has the second highest population density among the world's 20 most populous countries.

Japan's population is highly concentrated in urban areas. More than 66 million persons live within the "Pacific Belt," a region that stretches along the Pacific side of the main island from Tokyo to Kobe.

The significance of crowding is not just physical. Land scarcity keeps the living standard of the Japanese artificially low because of the incredibly high cost of real estate. Saving to buy a tiny plot diverts money from purchasing larger houses and associated amenities. Absurdly small and expensive living quarters scarcely reflect the extraordinary gains of the last 30 years, leaving the average Japanese feeling hardly affluent. The disparity between the good life of countries that buy Japanese products and the crowded, expensive life in Japan fuels the export-or-die mentality driving Japan's economic growth.

AGING FAST

Japan's population is aging faster than any other population on earth. Its 1988 population of 122.6 million will continue to grow slowly to 127.6 million in the year 2000 and 128.5 million in 2020. By far the fastest growing age group will be those over age 60.

In 1980 about 13 percent of Japan's population were over 60. By the year 2000, this proportion will surge to about 21 percent; by 2020, to 26.5 percent. The proportion of youth—those aged 15 and under—which made up 23.6 percent of the population in 1980 will continue to decline, accounting for only 17.5 percent of the population by the year 2000.

> ***The significance of crowding is not just physical. Land scarcity keeps the living standard of the Japanese artificially low because of the incredibly high cost of real estate.***

WORKING WOMEN PICK UP THE EMPLOYMENT SLACK

As Japan's entire population ages, so will its work force. Dwindling numbers of youth who traditionally provide cheap, flexible labor will be increasingly replaced by married women—women used to career breaks and desiring flexible hours. So far, the trend in Japan has been for women (who have routinely quit work in their mid-20s to raise families) to return to work part-time after their children enter primary school.

Women over age 35 are returning to work in increasing numbers for reasons of both personal fulfillment and economic necessity. Those over 35 find themselves educated, with

*See the November 1982 issue of **International Demographics** for in-depth consumer information about Japan. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

their children in school, and with an abundance of free time. Of the nearly 15 million women who work, about 5 million hold down part-time jobs. The majority of these women, however, occupy low-level, low-paying jobs.

However, the new Japanese woman is beginning to make inroads into previously all-male professions. With a shortage of new male entrants in the labor force, young women are now entering professions such as computer programming. Some are even beginning to hold influential positions in Japan's fast-growing service and retailing sector. Other forces are sure to catapult Japan's urban, educated women into senior positions. The industries slated to grow quickly in the Japanese economy are exactly the ones where women's skills are highest—the information industry, financial services, tourism, and design.

SINGLES SPEND MORE

Not only is the population getting older, it is getting richer too. By some estimates, the income of the average Japanese, at $18,000, now tops that of the average American. Although the largest consumer group will be over 35 by the year 2000, the young singles market looks like the group with the largest discretionary income to spend.

Young single workers are the envy of married employees with families to support. In 1980, young single workers spent roughly $220 a month—a third of their entry-level salaries—on food and housing. About another third was spent on leisure, entertainment, cultural activities, and education. Thirteen percent was spent on clothing—nearly double that spent by the average household—and only 5 percent on durables.

Young working women (who usually live at home with their parents) are one of Japan's strongest consumer groups. With marriage increasingly delayed to the ages of 24 through 27, they have a relatively large amount of discretionary income, spending nearly 16 percent of their total income on leisure.

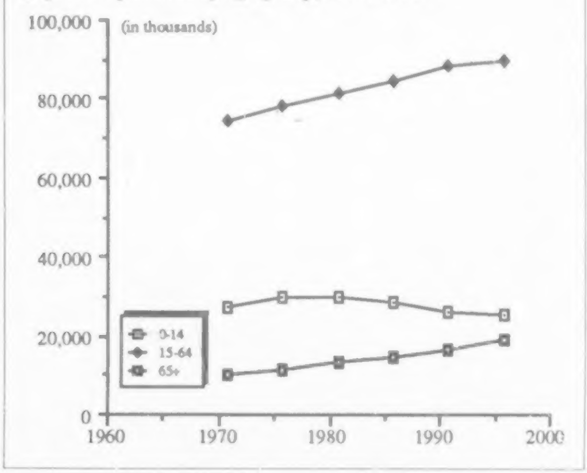
CREATIVITY AND THE FEMALE CONSUMER

"I detest the type of publicity that chants the name of the product over and over," Says Eiko Ishioka, Japan's most successful figure in advertising art. Promoting an entire lifestyle—particularly one that appeals to the young Japanese woman who feels hemmed in by the conventionality of Japanese society—rather than selling an individual product is Japan's new marketing style.

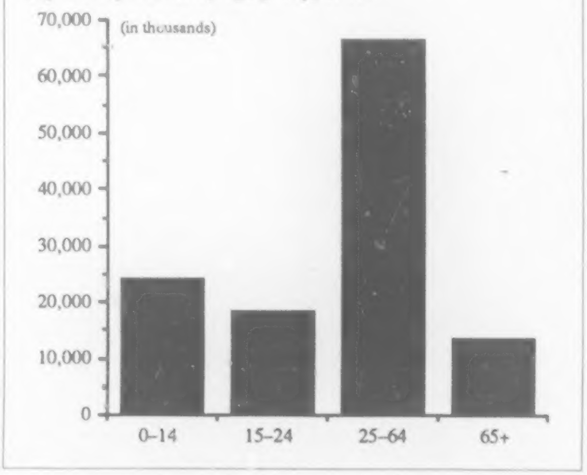
The more illusive, innovative, and controversial the images, the better. The direct, informative approach does not sit well with a consumer looking for the unexpected and creative as a way to perk up her routine life.

NOTE: For more detailed information on Japan, see Japan's New Consumers, *an in-depth Special Report from American Demographics, Inc.*

Japan: Population by age group, 1970–1995



Japan: Population by age group, 1988



take a quick look at Japan

POPULATION DATA FOR 1988

Total population | **122,626,000**
Rate of population growth, calendar year 1988 (percent) | **0.5**
Lifetime births per woman (total fertility rate) | **1.8**
Birth rate (births per 1,000) | **11.9**
Death rate (deaths per 1,000) | **7.1**
Population under 15 (percent) | **19.8**
Population aged 65 or over (percent) | **11.1**
Median age | **36.4**
Percent of all women in fertile age group (aged 15–49) | **50.1**
Population density (number of persons per square kilometer) | **329**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **75 / 81**
Infant mortality rate (number of deaths per 1,000 live births) | **6**
Population per physician/per nurse | **711 / 210**
Daily calorie supply per capita (calories per person per day) | **2,856**

Education

Percent literate (male/female, total percent) | **99 / 99, 99**
Enrollment in secondary education as percent of age group (male/female) | **94 / 95**
Enrollment in higher education as percent of population aged 20–24 | **30**

Labor force

Percent of labor force in agriculture/industry/services | **11 / 34 / 55**
Percent of population of working age (aged 15–64) | **69**
Age-dependency ratio | **45**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **55**
Enrollment in secondary education as percent of age group | **95**
Percent of married women aged 15–49 using contraceptives | **64**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **76 / 24**
Population of major metropolitan areas
  Tokyo-Yokohama | **25,434,000**
  Osaka-Kobe-Kyoto | **13,562,000**
Average annual growth in urban areas, 1980–85 (percent) | **0.7**
Average annual growth in rural areas, 1980–85 (percent) | **0.4**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **11,300**
Unemployment (percent) | **2.6**

Luxembourg

THE ULTIMATE CONSUMERS

The Benelux countries form three small but affluent markets that together encompass about 25 million people. Of the three, Luxembourg is the smallest—with only 366,000 people—and it has the lowest density per square kilometer. It also is growing more slowly than any of the three because its birth rate is so low—about 12 births per thousand.

URBAN DWELLERS

Only 18 percent of Luxembourg's population live in rural areas; only about 5 percent of its workforce are engaged in agriculture. But the only large city of any size is the capital which shares the country's name. It contains about 22 percent of the population. The next largest city—Esch-sur-Alzette—has only about 25,000 people. Thus, while it is highly urbanized, the majority of its cities have fewer than 10,000 residents, resulting in an urbanization pattern much different than that of the United Kingdom or France.

Of the European Community countries, Luxembourg has the greatest proportion of immigrants relative to its population. About 26 percent of its population are foreigners, of which the Portuguese are the largest immigrant group. For the most part, immigrants have been easily assimilated into the society. Foreigners take about 90 percent of construction jobs, and more than 50 percent of industrial jobs. As in Switzerland, foreigners are welcome with increasing public awareness that their labor is a necessity. The unemployment rate in Luxembourg is only about 3 percent, lower than all other European countries except Switzerland.

IMMIGRANTS HELP EASE AGING PROBLEM

The median age of Luxembourgers is 36.9 years. The young still outnumber the old. Those aged 65 and older make up 14 percent of the population, while those under age 15 are 17 percent of the population. While the population is aging, just as in Switzerland, the immigrant population helps to keep the age distribution in balance. People aged 20 to 29 constitute 16 percent of the population, primarily because immigrants are most likely to fall within this category. While the overall birth rate is 11.5 per thousand people, it is only 10.7 for Luxembourg natives and 13.5 for immigrants.

> ***Of the European Community countries, Luxembourg has the greatest proportion of immigrants relative to its population.***

Luxembourg natives are actually on the decline while aliens are on the increase, leading officials to worry that the country is experiencing an identity crisis. The former premier suggested that the falling birth rate indicated a "collective tendency toward suicide."

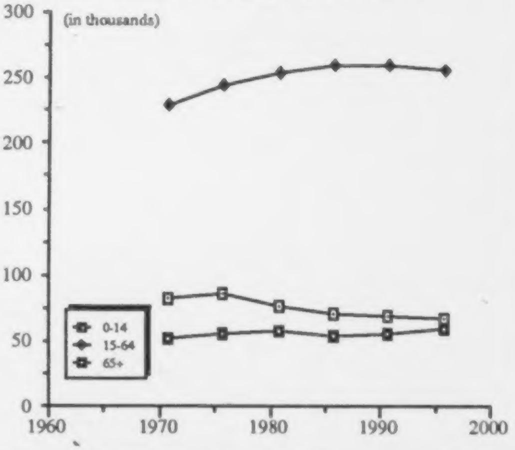
See the September 1985 issue of ***International Demographics*** *for in-depth consumer information about Luxembourg. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

A STABLE, AFFLUENT SOCIETY

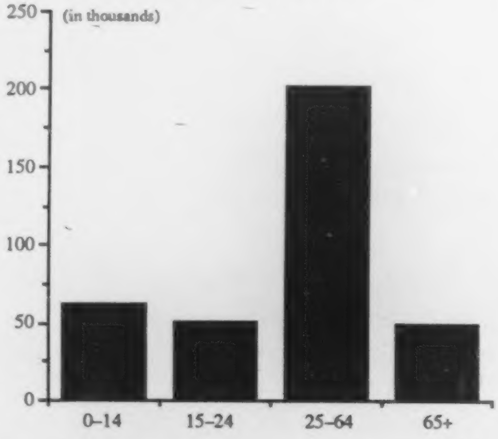
Be that as it may, Luxembourg citizens seem happy with their lot in life. Their standard of living is among the highest in the world.

Among OECD countries, Luxembourg has the highest rate of take-home pay after tax and social security contributions. Including family benefits, a Luxembourg worker in manufacturing can expect to call 94.2 percent of his paycheck his own. Luxembourgers own 385 passenger cars per thousand, 336 televisions per thousand, and have almost the highest number of telephones per thousand in Western Europe at 589.

Luxembourg: Population by age group, 1970–1995



Luxembourg: Population by age group, 1988



take a quick look at Luxembourg

POPULATION DATA FOR 1988

Total population | **366,000**
Rate of population growth, calendar year 1988 (percent) | **0.0**
Lifetime births per woman (total fertility rate) | **1.5**
Birth rate (births per 1,000) | **11.5**
Death rate (deaths per 1,000) | **11.3**
Population under 15 (percent) | **17.0**
Population aged 65 or over (percent) | **13.6**
Median age | **36.9**
Percent of all women in fertile age group (aged 15–49) | **49.4**
Population density (number of persons per square kilometer) | **142**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **71 / 78**
Infant mortality rate (number of deaths per 1,000 live births) | **8**
Population per physician/per nurse | **735 / 264**
Daily calorie supply per capita (calories per person per day) | **NA**

Education

Percent literate (male/female, total percent) | **99 / 99, 99**
Enrollment in secondary education as percent of age group (male/female) | **69 / 67**
Enrollment in higher education as percent of population aged 20–24 | **3**

Labor force

Percent of labor force in agriculture/industry/services | **5 / 25 / 70**
Percent of population of working age (aged 15–64) | **69**
Age-dependency ratio | **44**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **41**
Enrollment in secondary education as percent of age group | **67**
Percent of married women aged 15–49 using contraceptives | **NA**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **82 / 18**
Population of major metropolitan area
Luxembourg-Ville | **79,000**
Average annual growth in urban areas, 1980–85 (percent) | **0.8**
Average annual growth in rural areas, 1980–85 (percent) | **-3.4**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **11,412**
Unemployment (percent) | **3.0**

Netherlands

THE ULTIMATE CONSUMERS

Because of its size, location, and independent spirit, the Netherlands has always been an export-oriented country. Not only do the Dutch reexport items they have finished, assembled, packaged or incorporated into their own products, but they also make extensive investments outside their own country. The Netherlands is more important in foreign trade than its population indicates.

The Dutch use English in conducting international business. Students are pursuing English degrees in increasing quantity—in 1981, 213 degrees in English were granted, up from 57 only 10 years before.

SLOW CHANGE FOR WOMEN

Dutch age distribution, devotion to education, declining birth rate, high degree of urbanization, and reputation for highly individualistic behavior lead one to believe that its women would be economically active. However, the proportion of the labor force made up of women is similar to more rural countries. Only about 34 percent of the labor force are female, and at least 17 percent of women work part-time. Part-time workers are especially prevalent in services such as restaurants and hotels, banking and insurance.

Between the ages of 15 and 24, men and women participate equally in the labor force—about 49 percent of each age group are working. However, between the ages of 25 and 49, 96 percent of men are in the labor force, and 49 percent of women. Between the ages of 50 and 64, 69 percent of men and 19 percent of women are working. And after age 65, 3 percent of men continue to work, but less than one percent of women remain in the labor force. Nevertheless, female participation in the labor force has increased since 1971, when about 26 percent of all women worked. Now, 48 percent of those aged 15 to 64 are in the labor force.

> ***While their participation at university is not as high as men's, Dutch women are more likely than men to earn a vocational degree.***

Women do not obtain higher education at the same rate as men, although this situation is changing as well. In 1970/71, only 14 percent of university degrees went to women. By 1981/82, 28 percent of all degrees were earned by women.

Some professional fields appear to be more open to women. In 1971, only 21 percent of the law degrees went to women, but by 1981 their share had increased to 30 percent. In medicine, 19 percent of the degrees went to women in 1971. By 1981, that share had increased to 21 percent.

While their participation at university is not as high as men's, Dutch women are more likely than men to earn a vocational degree. In 1982, 54 percent of vocational degrees were earned by women. But women are more apt to earn vocational degrees on a part-time

*See the December 1985 issue of **International Demographics** for in-depth consumer information about The Netherlands. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

basis. And, while men's vocational degrees are in such fields as technical, economic, and administrative training, women tend to earn their vocational degrees in teachers' training.

OLDER WOMEN OUTLIVE MEN

Dutch women far outnumber men after age 55. About 18 percent of the population are aged 15 and under, and 13 percent are aged 65 and older. As in most European countries, the age groups that are growing are 20 to 44 and aged 55 and over. Policy-makers are beginning to take a careful look at its health care policies in an attempt to accommodate its aging population.

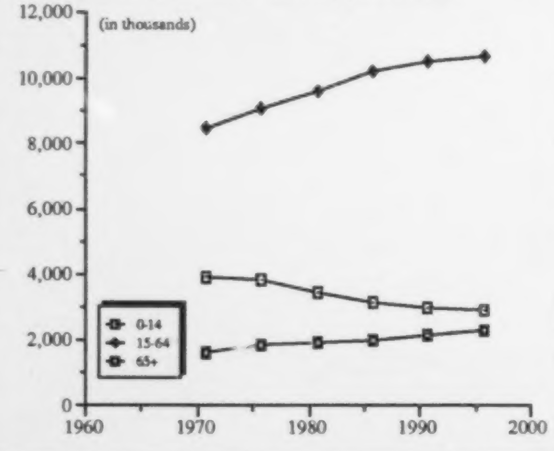
LEISURE CLASS TAKES TO RECREATION AND CULTURE

Middle-aged Dutch appear to partake in cultural and recreational activities more frequently than they did in the mid-1970s. In 1974, 29 percent of persons aged 35 to 64 said they went to the ballet, concerts, or opera. By 1980, 36 percent of the same age group said they attend these events. Those who participated in swimming increased from 32 percent of the age group in 1974 to 44 percent in 1980. Listening to tapes, records, and cassettes increased from only 66 percent of 35-to-64 year olds in 1974 to 78 percent in 1980. Participation in general sports activities increased from 19 percent to 29 percent of the 35-to-64 year old group.

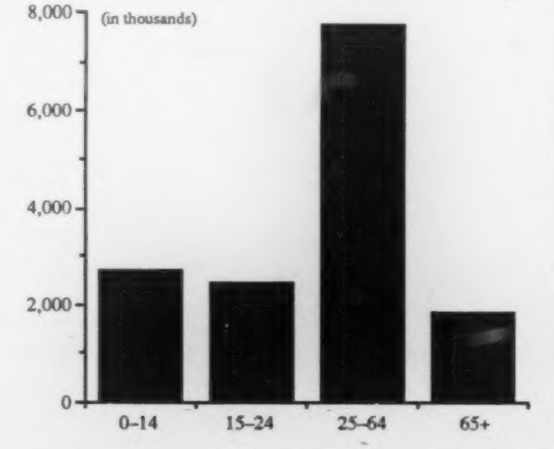
Among 18-to-34 year olds, there were also increases in listening to records, tapes, and cassettes. The biggest increase in television watching was among those aged 65 and older. In 1974, 91 percent said they watched television. By 1980, 96 percent said they did so.

Bicycles are an important means of transportation in the Netherlands. Surveys show that at least a quarter at all transportation for day trips away from home is by bicycle and that, even on short vacations, 10 percent of trips are by bicycle.

Netherlands: Population by age group, 1970–1995



Netherlands: Population by age group, 1988



take a quick look at Netherlands

POPULATION DATA FOR 1988

Total population | **14,716,000**
Rate of population growth, calendar year 1988 (percent) | **0.5**
Lifetime births per woman (total fertility rate) | **1.5**
Birth rate (births per 1,000) | **12.7**
Death rate (deaths per 1,000) | **8.6**
Population under 15 (percent) | **18.3**
Population aged 65 or over (percent) | **12.6**
Median age | **34.1**
Percent of all women in fertile age group (aged 15–49) | **52.5**
Population density (number of persons per square kilometer) | **360**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **74 / 80**
Infant mortality rate (number of deaths per 1,000 live births) | **8**
Population per physician/per nurse | **462 / 168**
Daily calorie supply per capita (calories per person per day) | **3,343**

Education

Percent literate (male/female, total percent) | **99 / 99, 99**
Enrollment in secondary education as percent of age group (male/female) | **100 / 100**
Enrollment in higher education as percent of population aged 20–24 | **31**

Labor force

Percent of labor force in agriculture/industry/services | **6 / 32 / 63**
Percent of population of working age (aged 15–64) | **69**
Age-dependency ratio | **45**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **48**
Enrollment in secondary education as percent of age group | **100**
Percent of married women aged 15–49 using contraceptives | **77**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **88 / 12**
Population of major metropolitan areas
  Rotterdam | **1,021,000**
  Amsterdam | **998,000**
Average annual growth in urban areas, 1980–85 (percent) | **0.5**
Average annual growth in rural areas, 1980–85 (percent) | **0.5**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **9,290**
Unemployment (percent) | **12.7**

New Zealand

THE ULTIMATE CONSUMERS

New Zealand and Australia have almost the same birth rate—about 15 births per thousand—but Australia's population is growing at more than 1 percent a year and New Zealand's is growing at less than one percent a year. What has caused this difference? Immigration and death rates. New Zealand gains few new immigrants and a has slightly higher death rate than Australia's.

With 3.3 million people, New Zealand is used to living in the shadow of the much larger Australia. Comparisons between the two traditionally Western nations amid Asia are inevitable, but differences abound. New Zealand, with a median age of 30, is even younger than Australia. Twenty-three percent of its population are younger than age 15 and only 10.7 percent are aged 65 and older.

New Zealand is made up of two islands. Between 1976 and 1981, the population of North Island increased by 2.4 percent to 2.3 million while the population of South Island decreased by 1 percent. The decrease resulted from emigration. More people left for overseas or for North Island than came to live on South Island.

URBAN FOCUS

New Zealand's high rate of urbanization—83 percent—means that the population is relatively concentrated. The overall population density is 12 persons per square mile.

Until 1976 New Zealand's urban areas grew quickly because of developing manufacturing and services industries, which attracted people to new jobs. The majority of immigrants tended to settle in the urban areas and rural residents were enticed by the better social, cultural, educational, and economic opportunities of the cities. Now the rate of urbanization appears to be stabilizing. Gains in rural areas appear to be mainly an expansion of the suburban areas that lie outside the seven largest cities. The greatest rural growth was around Auckland, where the population increased by 12 percent.

New Zealand, with a median age of 30, is even younger than Australia.

While the population has tended to move from South Island to North Island, it also is drifting from the southern part of North Island to the northern part. One reason is that dairy farming has changed: processing factories and services to dairy farmers have become more important. Also, astute manufacturers and processors try to locate their factories as close as possible to the major markets and those are on the northern part of North Island. As in other industrialized countries, inner cities that previously lost population to the suburbs are beginning to see gains again as new multi-story apartment buildings are constructed and urban professionals seek to minimize their commute by living closer to their work.

FEWER CHILDREN, MORE SINGLE PARENTS

The trends in New Zealand's households mirror those of many countries: fewer children per family, an increasing percentage of childless couples, a decline in two-parent families, and an increase in the number of single-parent families. Since 1976, there has been an increase of 19 percent in one- and two-person households so that they now make up 48 percent of all households. In 1981, there were just over 1 million private households in New Zealand.

Sixty-six percent of the households in New Zealand contain one family. Eighty-four percent of those, or 556,000 households, are considered "complete" families with two parents and one or more unmarried children living at home. Eleven percent of family households are single-parent families with children. Eighteen percent of all households, or about 185,000 households, contain only one person.

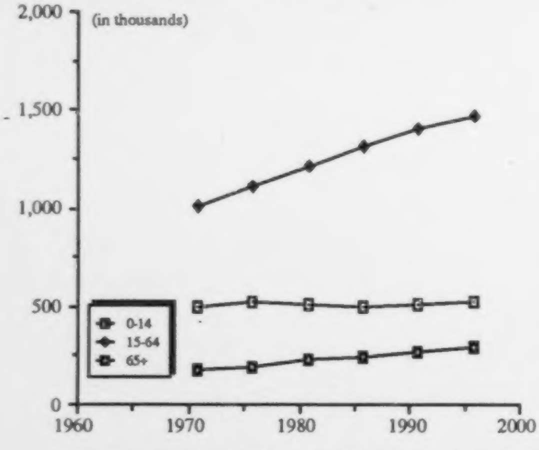
Of the 207,000 households with a married couple and no children, the majority are older couples whose children are no longer at home, rather than childless couples who may still bear children. A third are headed by someone aged 65 and older. Thirty-seven percent are headed by someone aged 45 to 64. These couples are frequently interested in travel, often have more leisure time than couples with children, and often have money available for investments and luxury items. Of the 348,400 households with children, 39 percent have two children and 28 percent have one child. Only 3 percent have five or more children.

SPENDING UP ON LEISURE-TIME AND RECREATIONAL ITEMS

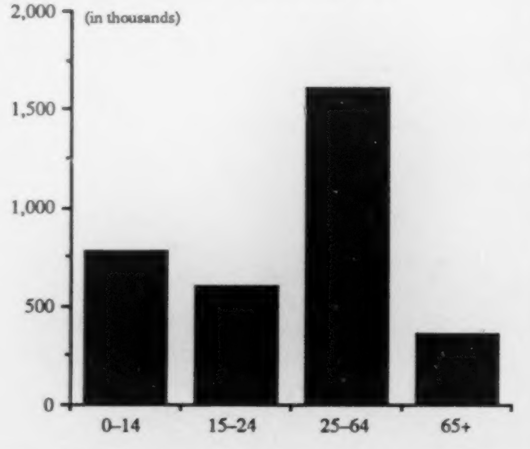
Annual consumer expenditure surveys in New Zealand provide detailed information on spending patterns. For example, while spending on most items has been relatively stable as a proportion of income, spending on equipment and services for educational, cultural, leisure, and recreational purposes has increased. Rents and household services are also increasing as a proportion of average weekly expenditure.

Eighty-three percent of New Zealand households have a car, 13 percent have a motorcycle, and 35 percent have a bicycle. New Zealanders are not, by and large, two-car families. Electricity is more in use than gas. Ninety-four percent of households have an electric cooking stove, and only six percent have a gas range.

New Zealand: Population by age group, 1970–1995



New Zealand: Population by age group, 1988



take a quick look at New Zealand

POPULATION DATA FOR 1988

Total population | **3,343,000**
Rate of population growth, calendar year 1988 (percent) | **0.9**
Lifetime births per woman (total fertility rate) | **1.9**
Birth rate (births per 1,000) | **15.9**
Death rate (deaths per 1,000) | **8.1**
Population under 15 (percent) | **23.4**
Population aged 65 or over (percent) | **10.7**
Median age | **30.0**
Percent of all women in fertile age group (aged 15–49) | **52.0**
Population density (number of persons per square kilometer) | **12**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **72 / 78**
Infant mortality rate (number of deaths per 1,000 live births) | **10**
Population per physician/per nurse | **610 / 110**
Daily calorie supply per capita (calories per person per day) | **3,386**

Education

Percent literate (male/female, total percent) | **NA / NA, 99**
Enrollment in secondary education as percent of age group (male/female) | **84 / 86**
Enrollment in higher education as percent of population aged 20–24 | **28**

Labor force

Percent of labor force in agriculture/industry/services | **11 / 33 / 56**
Percent of population of working age (aged 15–64) | **66**
Age-dependency ratio | **52**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **49**
Enrollment in secondary education as percent of age group | **86**
Percent of married women aged 15–49 using contraceptives | **NA**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **83 / 17**
Population of major metropolitan areas
  Auckland | **825,000**
  Wellington | **318,000**
Average annual growth in urban areas, 1980–85 (percent) | **1.0**
Average annual growth in rural areas, 1980–85 (percent) | **0.4**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **7,010**
Unemployment (percent) | **4.0**

Norway

THE ULTIMATE CONSUMERS

Although Norway's consumer price index has increased more than some of its neighbors' have in the past year, and its economy has suffered slightly from the decline in oil prices, it is still a prosperous country.

FULL EMPLOYMENT

Along with its Scandinavian neighbors, Norway has relatively low rates of unemployment. Even in 1986 when other OECD countries were reporting unemployment of 12 and 13 percent month after month, Norway reported only about 2 percent unemployment. In the middle of 1986, only Switzerland had a lower unemployment rate. This accounts in part for its relatively high GNP per capita of over $14,000.

Women make up nearly 43 percent of the Norwegian labor force. The employment rate for women grew 25 percent between 1975 and 1983. Of that additional employment, only about 5 percent were full-time.

Of the nearly 2 million people in the labor force, nearly 62 percent work in services, 29 percent work in industry, and only 8 percent are employed in agriculture, which includes fishing and forestry, two strong segments in Norway. One reason the market for computers and peripherals, especially software, is fairly strong in Norway is that service businesses have been computerizing to make their services more efficient.

POPULATION TO GROW SLOWLY

About one-fifth of the market in Norway is aged 15 and under. But because Norway had a baby boom, the younger age groups are shrinking as the working age population grows. The population aged 65 and over now amounts to 16.3 percent of the population. This will increase slightly as a percentage of the population through 1990 and then will begin to decline slowly again until 2020.

> ***Women make up nearly 43 percent of the Norwegian labor force.***

The total Norwegian population is now 4.2 million and is expected to continue to grow slowly. By the year 2000, the population is expected to number about 4.3 million. Despite continued prosperity, Norway could experience a problem with a lack of new entrants in the labor force, especially in tourism, where it has shown strong growth in the last few years.

COUNTRY LIFE STILL PREVALENT

With only about 70 percent of its population living in urban areas, Norway's residents do not have as easy access to retail stores and other services as do the residents of some

*See the November 1983 issue of **International Demographics** for in-depth consumer information about Norway. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

other OECD countries. For example, in Japan, a survey found that 96 percent of the people in private households were less than 15 minutes walking distance from a store that would satisfy their daily needs. This allows the Japanese woman to use her neighborhood store as her pantry. In Norway, by comparison, only 74 percent of those surveyed could satisfy their daily needs within a 15-minute walk. Ten percent cited that type of retail establishment as being a 30-minute walk away. Even among urban residents, only 90 percent said they were within a 10-to-15-minute walk of a store.

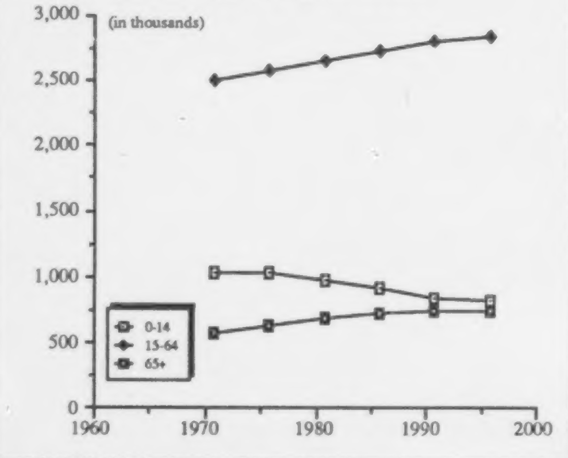
MANY ELDERLY RESTRICTED DUE TO HEALTH PROBLEMS

Although there are only about 683,100 people aged 65 and older in Norway, their health is comparatively worse than the health of those living in some neighboring countries. A survey finds that 60 percent of people aged 65 and older said they were restricted to a great extent in their daily activities because of a long-standing health condition. In Sweden, for example, only 22 percent of the population in the same age group said they had restrictions on their daily activities.

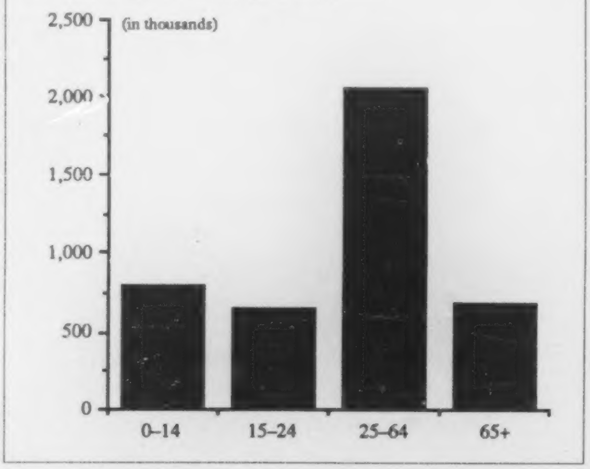
Even among 45-to-64-year-olds in Norway, 38 percent of the population said they were restricted because of health concerns. Despite slow growth in Norway's elderly population, there will be at least parallel growth in the number of people in Norway and those in neighboring countries who feel restricted in their activities. Some of the elderly, therefore, will be attracted to climates that allow them greater activity and make them feel better; others will be greatly restricted in their ability to travel and make use of leisure-time facilities, slowing the growth of these areas of the economy.

Norwegians also showed an extremely high number of "bed" days—or days they were ill enough to be home in bed. Among 15-to-24-year-olds, there was an average of 10 bed days in Norway, but only 5 or fewer in countries such as the Netherlands, Canada, and Finland. Among those aged 65 and over, the number of bed days in Norway was 18, while it was 13 or less in the other countries. The most likely people to spend time in bed in Norway were those living in urban areas.

Norway: Population by age group, 1970–1995



Norway: Population by age group, 1988



take a quick look at Norway

POPULATION DATA FOR 1988

Total population | **4,191,00**
Rate of population growth, calendar year 1988 (percent) | **0.3**
Lifetime births per woman (total fertility rate) | **1.7**
Birth rate (births per 1,000) | **12.5**
Death rate (deaths per 1,000) | **10.7**
Population under 15 (percent) | **19.0**
Population aged 65 or over (percent) | **16.3**
Median age | **35.3**
Percent of all women in fertile age group (aged 15–49) | **48.8**
Population density (number of persons per square kilometer) | **13**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **73 / 80**
Infant mortality rate (number of deaths per 1,000 live births) | **7**
Population per physician/per nurse | **453 / 70**
Daily calorie supply per capita (calories per person per day) | **3,239**

Education

Percent literate (male/female, total percent) | **99 / 99, 99**
Enrollment in secondary education as percent of age group (male/female) | **95 / 99**
Enrollment in higher education as percent of population aged 20–24 | **29**

Labor force

Percent of labor force in agriculture/industry/services | **8 / 29 / 62**
Percent of population of working age (aged 15–64) | **65**
Age-dependency ratio | **54**

STATUS OF WOMEN

Labor force participation rate (percent of women 16–64 in the labor force) | **68**
Enrollment in secondary education as percent of age group | **99**
Percent of married women aged 15–49 using contraceptives | **71**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **70/30**
Population of major metropolitan areas
    Oslo | **447,000**
    Bergen | **207,000**
Average annual growth in urban areas, 1980–85 (percent) | **0.9**
Average annual growth in rural areas, 1980–85 (percent) | **-1.3**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **14,370**
Unemployment (percent) | **2.5**

Singapore

THE ULTIMATE CONSUMERS

Singapore's economic growth has become the envy of the Pacific region. The skills, knowledge, and motivation of the "garden city's" 2.6 million people, who live on an island only 42 by 22 kilometers, brought this tiny state the highest per capita income of any Asian nation, barring Japan. Without raw materials, the cumbersome inertia of heavy industry, and a tradition of the dole, Singapore has become the prototypical information society—one in which 70 percent of its GNP comes from the service sector.

WAGE INCREASES ON HOLD

After a brief economic slump, Singapore's economy has begun to revive. Exports rose 8 percent from a year earlier in the first half of 1987 to $14.2 billion. Imports rose by 14 percent to $14.8 billion. However, the rapid wage increases and steep rise in living standards (average weekly earnings rose by 14 percent in 1981, 15.3 percent in 1982, and 9 percent in 1983) may slow significantly in the future.

Singapore's population grew 16.4 percent during the 1970s, up from 2 million. A successful, but controversial, family planning policy kept the average annual growth rate at 1.5 percent between 1970 and 1980, compared with an annual rate of 2.8 percent during the 1960s.

FEWER BABIES, MORE ELDERLY

Although the Singaporean population is younger than that of the U.S., it is aging for the same reasons—declining fertility and the disproportionately large group of post-war baby-boomers pushing into mid-life. In 1970, almost 40 percent of the population were under age 15 and less than 6 percent were aged 60 and over. But, by 1980, those under age 15 fell to only about 27 percent of the population while those aged 60 and over had grown to 7 percent of the population. By the year 2000, about 11 percent of the population are expected to be aged 60 and over. By 2020, 22.8 percent of the population will be elderly.

> ***Without raw materials, the cumbersome inertia of heavy industry, and a tradition of the dole, Singapore has become the prototypical information society—one in which 70 percent of its GNP comes from the service sector.***

Singapore banks on its highly educated youth as assurance for the future. Ten percent of its high school graduates attend college. For those who don't attend college, technical training is readily available.

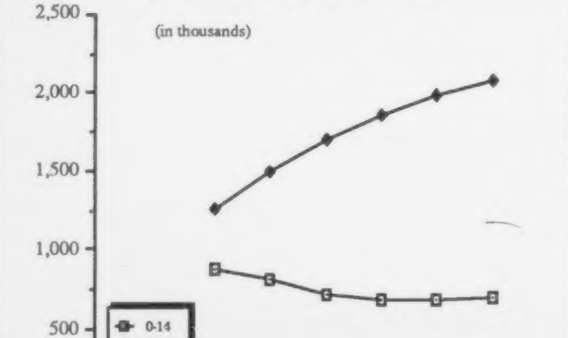
During the height of economic expansion, Singapore was able to employ almost all of its disproportionately large group of post-war baby boomers. Unemployment was only 2.9 percent in 1981, 2.6 percent in 1982, and 3.2 percent in 1983.

See the July 1982 issue of ***International Demographics*** *for in-depth consumer information about Singapore. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

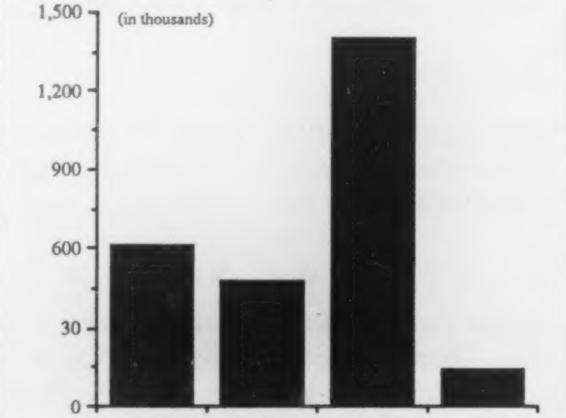
WOMEN IN THE WORKFORCE

About 48 percent of Singaporean women work. The availability of foreign domestic help, especially Malays and Filipinos, has helped support this participation rate. Those in the workforce average about 2.4 children per woman, as compared with 3.8 children per non-working woman. Educational attainment for women also has climbed steadily. The number of literate women grew 64 percent between 1970 and 1980. In the last 10 years, secondary school enrollment for women has increased two times faster than the rate for men.

Singapore: Population by age group, 1970–1995



Singapore: Population by age group, 1988



take a quick look at Singapore

POPULATION DATA FOR 1988

Total population | **2,645,000**
Rate of population growth, calendar year 1988 (percent) | **1.1**
Lifetime births per woman (total fertility rate) | **1.6**
Birth rate (births per 1,000) | **16.3**
Death rate (deaths per 1,000) | **5.3**
Population under 15 (percent) | **23.2**
Population aged 65 or over (percent) | **5.5**
Median age | **28.8**
Percent of all women in fertile age group (aged 15–49) | **59.9**
Population density (number of persons per square kilometer) | **4,281**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **71 / 76**
Infant mortality rate (number of deaths per 1,000 live births) | **9**
Population per physician/per nurse | **1,010 / 340**
Daily calorie supply per capita (calories per person per day) | **2,771**

Education

Percent literate (male/female, total percent) | **91 / 76, 83**
Enrollment in secondary education as percent of age group (male/female) | **70 / 73**
Enrollment in higher education as percent of population aged 20–24 | **12**

Labor force

Percent of labor force in agriculture/industry/services | **2 / 38 / 61**
Percent of population of working age (aged 15–64) | **71**
Age-dependency ratio | **40**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **48**
Enrollment in secondary education as percent of age group | **73**
Percent of married women aged 15–49 using contraceptives | **74**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **100 / 0**

Population of major metropolitan areas

Singapore City | **2,645,000**

Average annual growth in urban areas, 1980–85 (percent) | **1.2**

Average annual growth in rural areas, 1980–85 (percent) | **NA**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **7,420**

Unemployment (percent) | **4.1**

Spain

THE ULTIMATE CONSUMERS

Spain is one of the youngest countries in the European Community. With a median age of 32.5 years and nearly 22 percent of its population under age 15, Spain is still readily influenced by its young.

Spain's standard of living, however, is one of the lowest in the Community, which has caused growing concern for government officials. Annual per capita GNP is estimated at $4,290.

Only 13 percent of Spain's population are aged 65 and over, and a fairly large share of its 38.8 million residents—64 percent—are of working age.

SPANISH LIFE REMAINS CENTERED AROUND FAMILY

While in many European countries later marriage, smaller families, and rising divorce rates have taken their toll, life in Spain is still family-centered. In Spain household size is expected to remain at 3.5 persons per household through 1990 and 3.2 persons per household through the year 2000, reflecting the fact that three generations often live under one roof. Unmarried women usually live with their families. In Spain, marriage usually does not take place until the breadwinner is firmly established and can provide a comfortable life. Men often do not marry until they reach age 30 or older.

SERVICES LAG

The service industries employ less than half the labor force in Spain. Seventeen percent of the population are employed in agriculture, the highest among OECD countries except for Greece, Portugal, and Turkey. Unemployment rates reached 21 percent in 1986, the highest in the OECD. Entry level jobs are at a premium. Of all the unemployed in Spain, 39 percent are new job entrants. Among women, 59 percent of job seekers are new entrants to the labor market, reflecting the increased desire of women to go to work, especially before they marry.

> ***In Spain, average household size is expected to remain at 3.5 persons through 1990 and 3.2 persons through the year 2000, reflecting the fact that three generations often live under one roof.***

Women who are married and have children are not as active in the job market. While nearly 30 percent of female workers between the ages of 15 and 24 are seeking work, only 7 percent of women between the ages of 25 and 44 are job hunting

Production and related workers are the largest occupational group in Spain. Professional and technical workers are 7.5 percent of the workers and administrative, executive, and managerial occupations add only 1.4 percent.

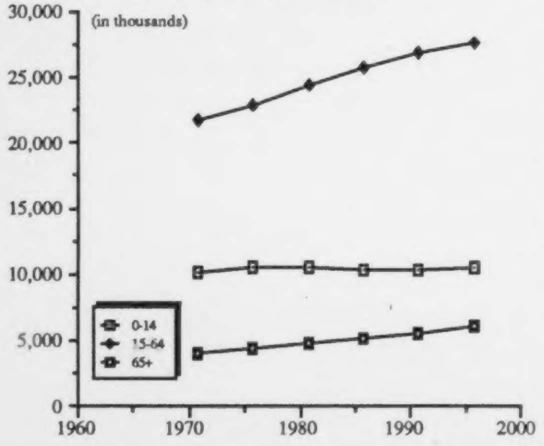
CONSUMER DURABLES

Spain is not a market for frozen convenience foods and will probably not be a growth

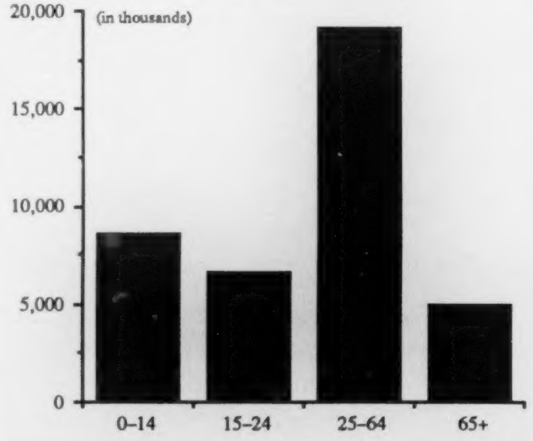
*See the November 1984 issue of **International Demographics** for in-depth consumer information about Spain. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

market for labor-saving devices for several years. While 94 percent of households have a refrigerator, only 13 percent of households have a deep freeze. Only 1 percent of households have a microwave oven, a similar share to most other OECD countries. Coffee and tea makers are relatively rare in households compared with other OECD countries. There should be growth in basic appliances and packaged goods as employment prospects improve and more women enter the workforce.

The Spanish do not spend as much on housing and utilities as some of their European neighbors. Only 13 percent of a household's budget goes to these necessities, whereas some more northerly countries spend 20 percent of their household budget on housing. Food, beverages, and tobacco, however, take a larger percentage—30 percent of the household budget (28 percent of which is spent on food). Transportation and communication take only 12 percent of the household budget, compared to some other countries where two cars and a telephone in every household is more common. Spending on recreation, entertainment, education, and cultural services has actually decreased in the past few years. In 1978, this type of spending took 7.4 percent of the household budget. By 1983, that had decreased to 6.5 percent. Spending on furniture and household furnishings has also decreased, doubt reflecting the effects of high unemployment and deep recession.



Spain: Population by age group, 1970–1995



Spain: Population by age group, 1988

take a quick look at Spain

POPULATION DATA FOR 1988

Total population | **39,210,000**
Rate of population growth, calendar year 1988 (percent) | **0.5**
Lifetime births per woman (total fertility rate) | **1.7**
Birth rate (births per 1,000) | **13.1**
Death rate (deaths per 1,000) | **8.3**
Population under 15 (percent) | **21.7**
Population aged 65 or over (percent) | **12.6**
Median age | **32.5**
Percent of all women in fertile age group (aged 15–49) | **47.8**
Population density (number of persons per square kilometer) | **78**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **74 / 80**
Infant mortality rate (number of deaths per 1,000 live births) | **11**
Population per physician/per nurse | **390 / 280**
Daily calorie supply per capita (calories per person per day) | **3,358**

Education

Percent literate (male/female, total percent) | **96 / 90, 93**
Enrollment in secondary education as percent of age group (male/female) | **88 / 91**
Enrollment in higher education as percent of population aged 20–24 | **26**

Labor force

Percent of labor force in agriculture/industry/services | **17 / 37 / 46**
Percent of population of working age (aged 15–64) | **66**
Age-dependency ratio | **52**

STATUS OF WOMEN

Labor force participation rate (percent of women 16–64 in the labor force) | **27**
Enrollment in secondary education as percent of age group | **91**
Percent of married women aged 15–49 using contraceptives | **59**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **77 / 23**

Population of major metropolitan areas

- Madrid | **4,137,000**
- Barcelona | **3,842,000**

Average annual growth in urban areas, 1980–85 (percent) | **1.4**

Average annual growth in rural areas, 1980–85 (percent) | **-1.7**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **4,290**

Unemployment (percent) | **22.0**

Switzerland

THE ULTIMATE CONSUMERS

While other European countries and the United States debate problems of immigration, Switzerland entertains one of the largest proportions of foreign workers of any country in the world. Fifteen percent of the country's population come from somewhere else, and more than 20 percent of the labor force is made up of year-round foreign workers. One reason the Swiss may not be quite as concerned about immigration as the Americans or the West Germans is that most of their foreign workers are from neighboring European countries. They speak languages and have cultures and religions that are familiar to the average Swiss. Italians make up the largest group of foreign workers, followed by Spaniards, French, and Germans.

Aside from foreign workers, there are no distinct ethnic or minority groups in Switzerland. The country relies on two languages —French and German—and the Swiss are required to learn more than one language in school. The country is about half Protestant and half Roman Catholic. It is common for Swiss couples to have different mother tongues and different religious beliefs.

AGING POPULATION WILL OUTPACE YOUTH

Switzerland's low birth rate and rapidly aging population will affect its demographic status within the next five years.

Presently, people aged 0 to 14 and those aged 65 and over hold equal shares of the population—about 15 percent each. But, in just four years, projections show that the older group will outdistance the younger. By 1990, the group aged 65 and older is expected to be about 17 percent of the population, while the younger group will be only 13.5 percent. And, by 1995, the imbalance will be even greater—19 percent aged 65 and older and only about 12 percent under age 14. Switzerland will soon face the problems of its neighbors.

> ***The Swiss GNP per capita is one of the highest in the world, and its unemployment rate is one of the lowest.***

The one factor that has slowed this trend in Switzerland is the presence of the foreign workers. But unlike some other countries, where foreign families contribute to the birth rate substantially, foreign workers in Switzerland tend to be primarily men and temporary workers—younger than their Swiss counterparts, but not adding significantly to birth statistics. Thus, the birth rate remains one of the lowest among European countries at 11.5 births per thousand.

AN AFFLUENT SOCIETY

The Swiss GNP per capita is one of the highest in the world, and its unemployment rate is one of the lowest. In 1987, The World

*See the July 1984 issue of **International Demographics** for in-depth consumer information about Switzerland. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

Bank estimated Swiss GNP per capita at $16,370. Its unemployment rate has been approximately 1 percent, another reason why there is less concern than in some other countries about foreign workers. About 37 percent of Swiss workers are women and nearly 52 percent of the eligible women in Switzerland participate in the workforce, thus making two-income households the norm.

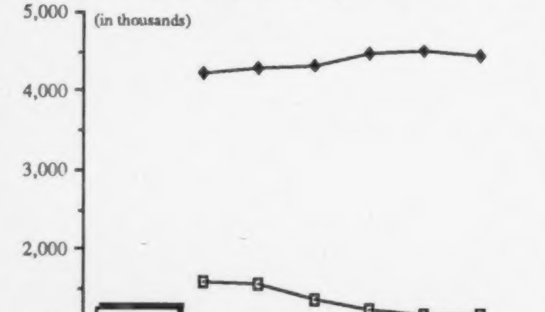
Despite Switzerland's reputation as a center for banking and other financial services, it still maintains strong agricultural and industrial sectors. While 55 percent of the labor force works in services (a large portion of which goes to tourism), nearly 6 percent are still employed in agriculture and fully 39 percent work in industry, manufacturing such products as chocolate, watches, and other precision instruments for which the Swiss are well known.

The average Swiss manufacturing worker takes home 87.9 percent of his gross pay, when family benefits are included, and taxes and social security deductions are taken out. This is about 10 percent more than in such countries as West Germany and Sweden, and may account for the fact that the Swiss consumption of household goods is fairly high in comparison with some neighbors. The Swiss save about 4 percent of their disposable income.

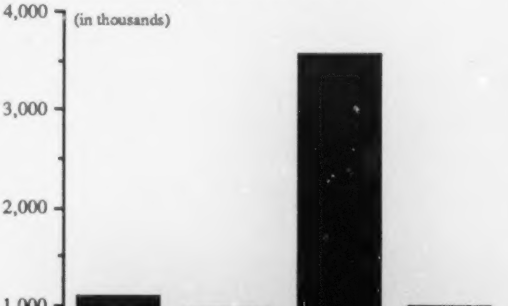
SWISS CONSUMPTION

The high percentage of women working in Switzerland may contribute to its relatively high percentage of ownership of such appliances as refrigerators and food processors. While rates of television ownership are low compared with other European nations (the topography of Switzerland makes it a prime candidate for cable television to ensure good reception), nearly 100 percent of households have radios and 85 percent of households have tape cassettes.

Switzerland: Population by age group, 1970–1995



Switzerland: Population by age group, 1988



take a quick look at Switzerland

POPULATION DATA FOR 1988

Total population | **6,593,000**
Rate of population growth, calendar year 1988 (percent) | **0.3**
Lifetime births per woman (total fertility rate) | **1.6**
Birth rate (births per 1,000) | **11.5**
Death rate (deaths per 1,000) | **9.5**
Population under 15 (percent) | **16.8**
Population aged 65 or over (percent) | **14.9**
Median age | **37.5**
Percent of all women in fertile age group (aged 15–49) | **49.5**
Population density (number of persons per square kilometer) | **160**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **74 / 82**
Infant mortality rate (number of deaths per 1,000 live births) | **6**
Population per physician/per nurse | **390 / 130**
Daily calorie supply per capita (calories per person per day) | **3,432**

Education

Percent literate (male/female, total percent) | **NA / NA, 99**
Enrollment in secondary education as percent of age group (male/female) | **65 / 74**
Enrollment in higher education as percent of population aged 20–24 | **21**

Labor force

Percent of labor force in agriculture/industry/services | **6 / 39 / 55**
Percent of population of working age (aged 15–64) | **68**
Age-dependency ratio | **46**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **52**
Enrollment in secondary education as percent of age group | **74**
Percent of married women aged 15–49 using contraceptives | **71**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **58 / 42**

Population of major metropolitan areas

- Zurich | **840,000**
- Geneva | **372,000**

Average annual growth in urban areas, 1980–85 (percent) | **0.6**

Average annual growth in rural areas, 1980–85 (percent) | **-0.4**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **16,370**

Unemployment (percent) | **1.0**

United States

THE ULTIMATE CONSUMERS

The sheer size of the United States—246 million people—and its relatively high standard of living make it an attractive target market for almost every product and service. But there are still demographic trends that make it more attractive for some products and services than for others.

MASS MARKET CHANGES

After World War II, Americans settled into home and family with a vengeance. They wanted washing machines, refrigerators, cars, and other goods. If a neighbor's children ate Jello, a woman wanted Jello for her children too. White appliances and red Jello would do for everyone.

But as the society has grown and developed, meeting individual wants and desires has become a main objective for marketers.

UNDERSTANDING THE BABY BOOM IS CRITICAL

The baby boom in the United States occurred between 1946 and 1964. While other countries such as Japan and France also experienced baby booms, none was of the size or the length of the one in the United States. The effects of this baby boom are still felt throughout society. The approximately 75 million people who are part of the baby boom currently set the pace in work and play in the United States because they are such a large share of the population. In 1988, they are aged 24 to 42. They are out of high school. The members of the younger group are embarking on careers and looking for lasting relationships. The members of the older group are moving into middle age and middle management, reevaluating their lives, and, in most cases, entering the most productive and best-paid time of their lives. Despite the fact that the baby boomers are widely cast as being well-off, 9 million of them live in poverty.

Seventy percent of baby-boom women are in the workforce.

The movement of all the baby boomers into their most productive years as well as into the primary years for "pairing and nesting" means substantial growth in the demand for financial services and continuing education as well as for single family housing, household furnishings, and the other trappings of family life. The fact that 70 percent of baby-boom women are in the workforce reinforces the demand for many of these items.

TRENDS IN WOMEN'S LIVES MAKE THE DIFFERENCE

Since the advent of readily available birth control in the mid 1960s, women's lives in the United States have changed significantly.

First, the birth rate has dropped dramatically. The U.S. birth rate in 1955 was 24.9

births per thousand. By 1986, it had dropped to just over 15 births per thousand. Women are still mothers, but each woman is having fewer children, and devoting less of her time and energy to childrearing.

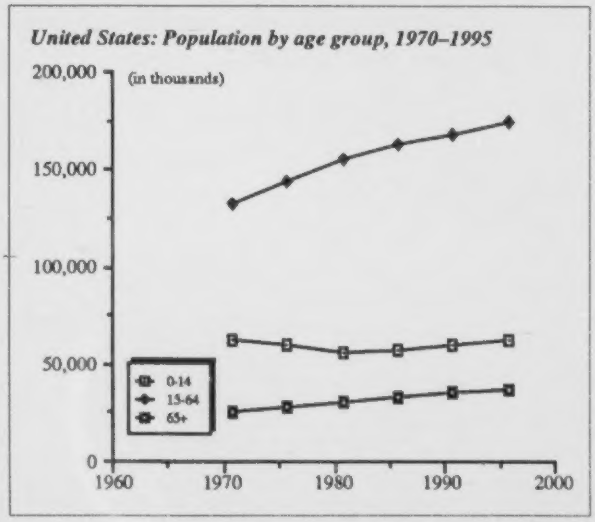
Second, women are better educated than ever before. In the United States 95 percent of young women are enrolled in high school and more than a fifth of high school graduates go on to college. Women in their 30s and 40s are increasingly returning to college to earn another degree or finish one they started. Once women have devoted two to four or more years of their life to higher education, they want to use their knowledge.

Sixty-two percent of women in the United States aged 15 to 64 work at jobs outside their homes. The rate does vary slightly depending on their home situation. Among married women with children under age 6, 54 percent work. Among those with children aged 6 to 17, 68 percent work. Among married women with no children at home, 48 percent work. The majority of these women work because their families depend on their incomes to maintain the lifestyle they would like to live.

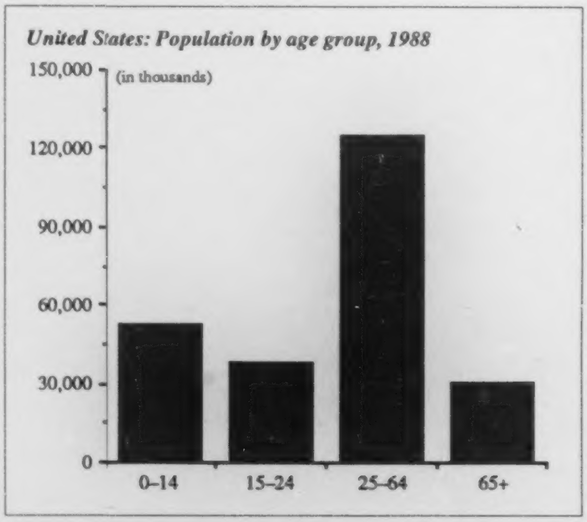
Having so many women at work has changed the way Americans live and opened up a whole spectrum of [illegible] products and services. Household cleaning services and laundries are once again in demand. Eating out has increased. Teenagers and men are increasingly responsible for household shopping, cleaning, and other chores once solely the work of women. Greater fragmentation is one of the results. In families who once ate the same meal—the one mother prepared—each member now chooses from a variety of entrees in the freezer or one family member buys Mexican take-out and another has pizza.

FRAGMENTATION

Niche marketing is the trend in the United States. Marketers must look not only at age and income, but also at lifestyles and attitudes to determine who their customers are. Growth areas include health care, financial services, household services, personal electronic products, and women's business apparel.



United States: Population by age group, 1970–1995



United States: Population by age group, 1988

take a quick look at the USA

POPULATION DATA FOR 1988

Total population | **246,043,000**
Rate of population growth, calendar year 1988 (percent) | **0.9**
Lifetime births per woman (total fertility rate) | **1.9**
Birth rate (births per 1,000) | **15.3**
Death rate (deaths per 1,000) | **8.8**
Population under 15 (percent) | **21.5**
Population aged 65 or over (percent) | **12.3**
Median age | **32.4**
Percent of all women in fertile age group (aged 15–49) | **51.5**
Population density (number of persons per square kilometer) | **26**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **72 / 79**
Infant mortality rate (number of deaths per 1,000 live births) | **11**
Population per physician/per nurse | **500 / 180**
Daily calorie supply per capita (calories per person per day) | **3,663**

Education

Percent literate (male/female, total percent) | **97 / 97, 97**
Enrollment in secondary education as percent of age group (male/female) | **95 / 95**
Enrollment in higher education as percent of population aged 20–24 | **57**

Labor force

Percent of labor force in agriculture/industry/services | **4 / 31 / 66**
Percent of population of working age (aged 15–64) | **66**
Age-dependency ratio | **51**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **62**
Enrollment in secondary education as percent of age group | **95**
Percent of married women aged 15–49 using contraceptives | **68**

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URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **74 / 26**
Population of major metropolitan areas
    New York | **14,598,000**
    Los Angeles | **9,638,000**
Average annual growth in urban areas, 1980–85 (percent) | **0.9**
Average annual growth in rural areas, 1980–85 (percent) | **0.7**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **16,690**
Unemployment (percent) | **7.1**

Union of Soviet Socialist Republics

THE ULTIMATE CONSUMERS

The USSR, with a population of 286 million people, is larger than the United States, is growing at about the same rate, and is slightly younger. In comparison with Western European countries, it is considerably younger than most, growing more quickly, and it could offer a market that is almost as large as all of Western Europe combined.

CHANGING ETHNICITY

For the USSR, it is difficult to calculate a GNP equivalent in dollars, but the most recent figures from The World Bank for 1980 estimate the per capita GNP at about $4,190. This figure was lower than that calculated for East Germany, Czechoslovakia, and Hungary, but higher than that for Poland, Bulgaria, Romania, and Yugoslavia.*

Age distribution is important in any culture. In the USSR, the median age is 30.4 years, one year less than the median age in the United States, and 3 or 4 years less than most members of the Common Market. Despite its moderate median age, the USSR is a country of age extremes because of differences in the birth and death rates among ethnic groups.

Birth rates are dropping and death rates are rising slightly among European Russians—so-called Great Russians—causing that population to be in decline. At the same time, birth rates are substantially higher among people who live in the Moslem republics of Central Asia—so much so that in some parts of the Republic birth rates of the Central Asians are as much as triple those of the European Russians. When all ethnic groups are taken into account, Soviet women have 2.5 children on average, compared with about 1.9 children per woman in the United States.

> ***European Russians who made up 52.4 percent of the population in 1979 are expected to decline to 46.7 percent of the population by the turn of the century, while Moslems, only about 16 percent in 1979, will increase to about 21 percent of the population.***

The European Russians who made up 52.4 percent of the population in 1979 are expected to decline to 46.7 percent of the population by the turn of the century, while Moslems, only about 16 percent in 1979, will increase to about 21 percent of the population. Ukrainians, Balts, Belorussians, and other groups make up the rest. This shift in ethnic groups will also change the make-up of military recruits as well as entry-level workers in the labor force.

The differences in age distribution among ethnic groups, however, result in nearly half of the population being dependent on the labor force, a dangerous situation in terms of economic stability and health care.

THE STATUS OF WOMEN

Much is made of the equal opportunities afforded to Soviet women, and women who are interviewed by the press are often scientists, physicians, or others in highly-skilled positions. However, while 82 percent of Soviet young men are enrolled in secondary school, only 77 percent of women are enrolled. At the same time, Soviet custom and necessity require everyone to have a job. But because women fall behind men in educational attainment, they are less competitive in the job market.

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* *For a full discussion, see* Dollar GNPs of the USSR and Eastern Europe, *The World Bank, 1985.*

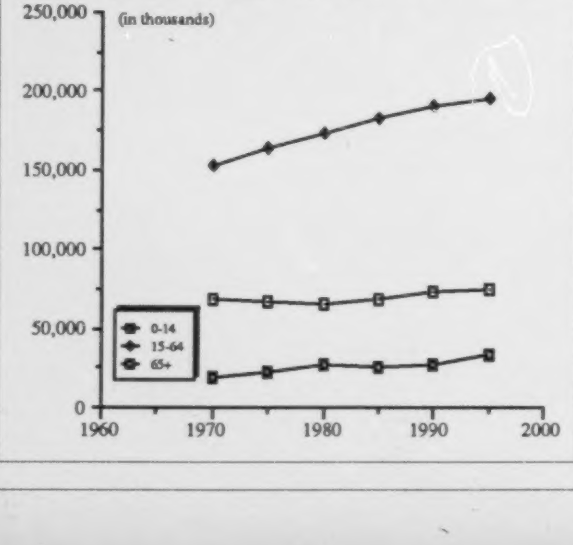
The lack of labor-saving devices available to Soviet families means that women spend more than 30 hours a week on shopping and housework. Euromonitor has been able to collect statistics on ownership for only a few appliances. Euromonitor finds that 65 percent of Soviet households have a refrigerator, 55 percent have a washing machine, 38 percent have a television, and 40 percent have a radio. Data on other appliances are not available, but the percentage of households without a refrigerator is the highest among all European countries except for Romania and Bulgaria. Shopping, then, is almost a daily occurrence. Add food shortages to storage problems and it is apparent how much time must be spent involved with household chores.

DECLINING HEALTH

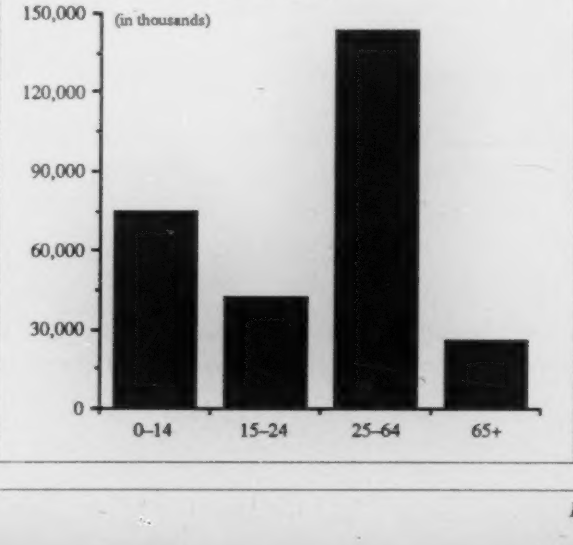
The rising death rates in the USSR and the growing concern of politicians about the decline among the Great Russian population have received considerable attention lately. By and large, Western nations have taken advantage of medications that help to prevent strokes caused in part by high blood pressure. They have reduced cigarette smoking. In this area, the USSR lags way behind.

Men in the USSR are plagued by high levels of alcoholism, even though reported consumption figures do not show especially high levels of alcohol consumption per capita among the Soviet people as a whole. ∎

USSR: Population by age group, 1970–1995



USSR: Population by age group, 1988



take a quick look at the USSR

POPULATION DATA FOR 1988

Total population | **286,435,000**
Rate of population growth, calendar year 1988 (percent) | **0.8**
Lifetime births per woman (total fertility rate) | **2.5**
Birth rate (births per 1,000) | **18.8**
Death rate (deaths per 1,000) | **10.6**
Population under 15 (percent) | **26.0**
Population aged 65 or over (percent) | **9.1**
Median age | **30.4**
Percent of all women in fertile age group (aged 15–49) | **46.3**
Population density (number of persons per square kilometer) | **13**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **64 / 74**
Infant mortality rate (number of deaths per 1,000 live births) | **25**
Population per physician/per nurse | **238 / 82**
Daily calorie supply per capita (calories per person per day) | **3,000**

Education

Percent literate (male/female, total percent) | **100 / 100, 100**
Enrollment in secondary education as percent of age group (male/female) | **NA**
Enrollment in higher education as percent of population aged 20–24 | **21**

Labor force

Percent of labor force in agriculture/industry/services | **20 / 39 / 41**
Percent of population of working age (aged 15–64) | **65**
Age-dependency ratio | **54**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–60 in the labor force) | **75**
Enrollment in secondary education as percent of age group | **NA**
Percent of married women aged 15–49 using contraceptives | **NA**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural)	**64 / 36**
Population of major metropolitan areas	
Moscow	**9,873,000**
Leningrad	**4,569,000**
Average annual growth in urban areas, 1980–85 (percent)	**1.8**
Average annual growth in rural areas, 1980–85 (percent)	**-0.5**

ECONOMIC INDICATORS

Annual per capita GNP (US$)	**4,190**
Unemployment (percent)	**NA**

Yugoslavia

THE ULTIMATE CONSUMERS

As a pivotal country located on the edge of the Iron Curtain, Yugoslavia walks a fine line. Its economic well-being, however, is highly dependent on its relationship with non-Communist countries. Among the Eastern Bloc countries, it is one of the few that looks westward rather than eastward. Keeping it turned in that direction is one of the reasons Western European governments include attention to Yugoslavia in their economic and social planning.

In 1983, 1.5 million Yugoslavians were resident in foreign countries. A million of them lived in Europe. They remitted $4.4 million a year in hard currency to their home country. In Yugoslavia remittances are the second most important source of hard currency after exports.

As the Western European countries have decreased their reliance on migrant labor, fewer Yugoslavians have opportunities in the European Community. Still, the ones who migrated at an earlier time continue to send remittances home. Those remittances were about 20 percent of current account receipts in 1985.

The World Bank estimated annual per capita GNP in Yugoslavia for 1983 at $2,490. Its preliminary estimate for 1984 declined to $2,070. A World Bank study done in 1980 which attempted to quantify and compare incomes of the USSR and Eastern Europe gave Yugoslavia the lowest per capita GNP of the eight countries.

NEED FOR MODERNIZATION

Among other items, Yugoslavia's important exports include wine and textiles. Although it has a range of industries, many are old-fashioned and the country is not very export-oriented. One priority is to make manufacturing more competitive. This is especially important with the entry of Spain and Portugal into the European Community. These two countries share many characteristics with Yugoslavia, but they will now have the competitive advantage of EEC membership.

> ***A World Bank study done in 1980 which attempted to quantify and compare incomes of the USSR and Eastern Europe gave Yugoslavia the lowest per capita GNP of the eight countries.***

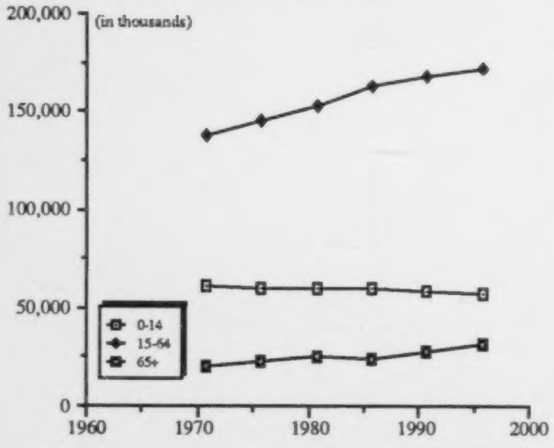
YOUTH POPULATION WILL DOMINATE

Like many other Mediterranean countries, Yugoslavia has a young age structure. Nearly 24 percent of its population are children aged 0 to 14. Only 9 percent of its residents—a very small percentage compared with other European countries—are aged 65 and over. Median age is 32 years. Life expectancy is still only 68 years for men and 75 years for women, so the aging population will continue to grow slowly until general health conditions and health care improve in the country. Not until 1995 are those aged 65 and over expected to reach even 10 percent of the population.

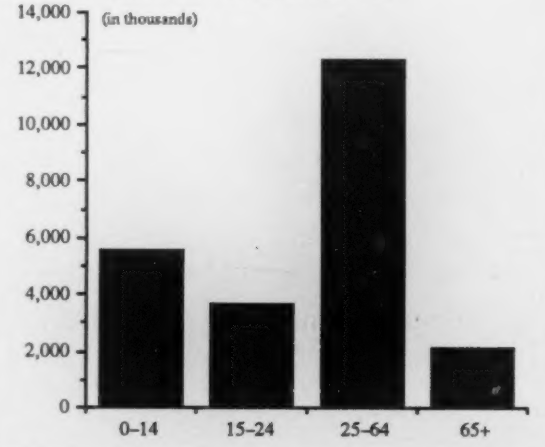
Those of working age, on the other hand, continue to make up about 68 percent of the population. These people will need jobs at home, as the ability to find jobs as migrant laborers in nearby markets is diminishing.

TOURIST INDUSTRY ON THE RISE

Tourism has grown steadily in recent years. In 1984, nights spent in accommodations increased by 19.6 percent over the prior year, the highest increase among all European countries. Receipts from tourism increased 46 percent in real terms between 1983 and 1984. In 1984, Yugoslavia had as many hotels as did Switzerland. It also had the most campsites of any Mediterranean country except Italy. While countries such as Hungary and Poland attract the majority of their visitors from other Eastern European countries, tourists to Yugoslavia frequently come from West Germany, Italy, Austria, and the United Kingdom.



Yugoslavia: Population by age group, 1970–1995



Yugoslavia: Population by age group, 1988

take a quick look at Yugoslavia

POPULATION DATA FOR 1988

Total population | **23,580,000**
Rate of population growth, calendar year 1988 (percent) | **0.6**
Lifetime births per woman (total fertility rate) | **2.0**
Birth rate (births per 1,000) | **15.4**
Death rate (deaths per 1,000) | **9.2**
Population under 15 (percent) | **23.4**
Population aged 65 or over (percent) | **8.9**
Median age | **32.1**
Percent of all women in fertile age group (aged 15–49) | **49.1**
Population density (number of persons per square kilometer) | **92**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **68 / 75**
Infant mortality rate (number of deaths per 1,000 live births) | **26**
Population per physician/per nurse | **601 / 300**
Daily calorie supply per capita (calories per person per day) | **3,602**

Education

Percent literate (male/female, total percent) | **96 / 85, 90**
Enrollment in secondary education as percent of age group (male/female) | **84 / 80**
Enrollment in higher education as percent of population aged 20–24 | **20**

Labor force

Percent of labor force in agriculture/industry/services | **32 / 33 / 34**
Percent of population of working age (aged 15–64) | **68**
Age-dependency ratio | **48**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **43**
Enrollment in secondary education as percent of age group | **80**
Percent of married women aged 15–49 using contraceptives | **55**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **47 / 53**
Population of major metropolitan areas
    Belgrade | **1,088,000**
    Zagreb | **650,000**
Average annual growth in urban areas, 1980–85 (percent) | **2.5**
Average annual growth in rural areas, 1980–85 (percent) | **-0.7**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **2,070**
Unemployment (percent) | **13.8**

THE ROCKING CHAIRS

Europe is soon to become an old folk's home. Aging populations characterize Denmark, Sweden, West Germany, and the United Kingdom. But after the turn of the century, when the children of the baby boom begin to enter the ranks of the elderly, the real geriatric explosion will take off in the highly industrialized countries.

At present, the proportion of those over 60 in the populations of the Rocking Chair countries—Denmark, Sweden, West Germany, and the United Kingdom—all exceed 19 percent of the total population. By the year 2000, the elderly will make up about 20 percent of the populations in these countries. By 2025 this share will jump to 29.8 percent in Denmark, 29.5 percent in Sweden, 27.4 percent in West Germany, and 25.4 percent in the United Kingdom.

Aging will be expensive for the industrial world. With population growth static or even declining and the number of pensioners increasing, a shrinking workforce will have to pick up a bigger and bigger bill for pensions. Restrictive immigration policies, such as those in effect today, may well look odd to hard-pressed future generations of workers. Robots may take up some of the slack, but certainly not all of it. Asians and North Africans are likely migrants.

THE MATURE MARKET

The products and services that people are most likely to purchase are often related to their age. Older West Germans, for example, are a good market for vacation travel and health care products.

Where aging has become so dramatic, factors such as the question of financing retirement, the need for sheltered housing, the size of health care costs, and the level of government social security and support service expenditures need to be considered. Often retired households are a better market than they first appear, however, because there are fewer people in the household, there are lower financial obligations, and there is a tendency to have a variety of noncash benefits.

Changes lie ahead in the purchasing behavior of mature households as more educated, more moneyed middle-aged people enter the ranks of the elderly. Increasing incomes and rising levels of education should bring their consumption patterns more into line with those of younger consumers.

AGING AND THE ECONOMY

Every age group in these four countries is affected by aging. The shifting relative weight of the elderly is accompanied by changes in the age structure of the populations of children and persons of working age. The importance of children decreases and attention to older persons in the working-age population increases. As a population ages, smaller numbers of economically active people must support larger numbers of retired persons. In 1980, the number of persons available to support one retired person, or the number of persons of working age (15 to 59) per person in the 60-plus age group, was 3.1 in Denmark, 2.7 in Sweden, 2.9 in the United Kingdom, and 3.3 in West Germany. By 2025, there will only be 2.2 working-aged people available to support one retired person in Denmark, 2.2 in Sweden, 1.9 in the United Kingdom, and 1.9 in West Germany.

Increasing real dependency rates among the elderly affect such socioeconomic development variables as manpower availability and productivity, the allocation of national budgets, and general patterns of consumption, investment, and savings. All these variables in turn influence the rate of economic growth of a country. In countries with well-developed social security systems, the members of the labor force must bear the burden of increased outlays in the national budget for pension and social service expenditures. In addition, the burden of supporting parents in countries with traditionally small completed family sizes is distributed among fewer children.

WHY POPULATIONS AGE

Declining fertility is the most influential factor in the population aging process. Decreases in mortality play a secondary role. When fertility levels fall and low mortality rates remain constant, population growth slows and the relative size of the adult population increases.

Declining fertility rates since the 1960s have left Denmark, Sweden, the United Kingdom and West Germany with below-replacement reproduction. A fertility rate of about 2.1 children per woman is considered to be replacement level—a level which allows a couple to replace themselves, given an allowance for some mortality in childhood.

Sweden's total fertility rate of 1.6 births per woman and the United Kingdom's rate of 1.7 births per woman place them well below replacement level. However, the world's lowest recorded levels in modern history belong to West Germany and Denmark. West Germany and Denmark, both with fertility rates of 1.4 births per woman, fall more than 30 percent below replacement level. In these countries, the number of women in a particular generation will not be replaced by the same number of daughters in the next generation. One hundred women will have only 130 to 140 live-born children whereas 210 are needed to guarantee a stationary population.

WHAT LIES AHEAD

A return to replacement-level fertility in any Rocking Chair country is not expected under the present socioeconomic and cultural conditions. In fact, the experiences of these countries are seen as the wave of the future for most highly industrialized countries. With an individual's or couple's needs satisfied with one or two children in these societies, current fertility behavior is expected to continue, even in light of the fact that without immigration, a society needs many three-child families to perpetuate itself.

The following countries are slated to join the ranks of the Rocking Chairs by the year 2000: Austria, Belgium, Canada, Finland, France, Greece, Italy, Japan, Luxembourg, the Netherlands, New Zealand, Norway, Spain, Switzerland, Yugoslavia, the USSR, and the U.S.

The specter of social tensions attending rapid population aging now troubles government planners. Assimilating foreign workers presents a major task. In addition, new government responses are needed for pension insurance reform, rising health costs, and improved education. Family policy must remove obstacles preventing couples from having more than one child. Providing equitable taxation, easing the reemployment of mothers who have left the workforce for childrearing, and offering services that allow women to remain in the workforce while raising children are positive options toward this end.

Denmark

THE ROCKING CHAIRS

Denmark's population is already one of the world's oldest. And the already disproportionate number of old people will rise in the future. By the year 2020, only two Danes will be available to support one elderly person. About 30 percent of its population will be over 60.

How the elderly use their leisure time and cope with overcoming the loneliness of old age are important considerations in marketing to a graying society.

HIGH DISPOSABLE INCOME

Denmark's 1988 population of about 5.1 million people is expected to remain relatively stable until the year 2000 and then decline to about 4.8 million in 2020. Yet, what Denmark lacks in population it gains in disposable income. Per capita GNP in 1987 was $11,200—the tenth highest per capita GNP recorded. Extensive social welfare benefits contribute to family wealth.

Denmark's high percentage of women at work contributes greatly to its high disposable income. In 1983, a higher percentage of married women worked in Denmark than in any of the European Community countries. Thirty-nine percent of all married women worked, as compared to only 15 percent in West Germany, 29 percent in the United Kingdom, and 22 percent of all married European Community women. Denmark also had the largest proportion of all women in the population working, 49 percent as compared to only 25 percent in West Germany.

SHARE OF ELDERLY ON THE RISE

Denmark's positive annual population growth rate (consistently under 1 percent since the 1950s) will become negative in the period 1990–1995, averaging about -0.02 percent annually. Danish women on average bear 1.5 children in their lives, a fertility rate well below the 2.1 children per woman needed for natural replacement of the population. Low fertility partially results from Denmark's high average age at first marriage, 28 for men and 25 for women, as compared to 25 for American men and 22 for American women.

> ***In 1983, a higher percentage of married women worked in Denmark than in any of the European Community countries.***

Although population growth will be static for the next 15 years, at which point it will begin to gradually decline, the changing age structure will result in a growing proportion of elderly people in society. Danes over 60, accounting for 19.3 percent of the population in 1980, are expected to make up 20.6 percent of the population by the year 2000 and nearly 30 percent by 2025.

This increase in the importance of the elderly is accompanied by a decrease in the importance of children. Those under 14, accounting in 1980 for about 21 percent of the population, will make up only 16 percent

*See the November 1983 issue of **International Demographics** for in-depth consumer information about Denmark. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

of the population by the year 2000 and 14 percent by the year 2020. The proportion of those of working age (15 to 59 years of age) will increase from about 60 percent of the population in 1980 to 63.4 percent by the year 2000, but return to a lower figure of about 58 percent of the population in 2020.

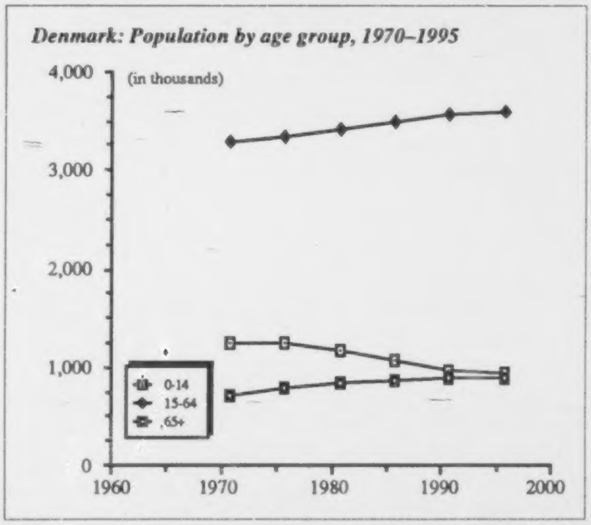
Because Danes are marrying later in life, increasingly choosing to live together without marriage, and divorcing in increasing numbers, the "typical" Danish household is changing. In 1960, 7 percent of all households were one-person households. By 1970, this proportion had risen to 9 percent, and by 1980 to 12 percent. Single-parent households, which accounted for 4 percent of all households in 1960 and 1970, increased to 6 percent by 1980.

The "typical" nuclear family of a couple with children, which made up 57 percent of all households in 1960, fell to 52 percent of all households by 1970 and 50 percent of all households by 1980. The proportion of childless couples increased from 14 percent in 1960 to 18 percent in 1980, again reflecting the rise in average age of first marriage.

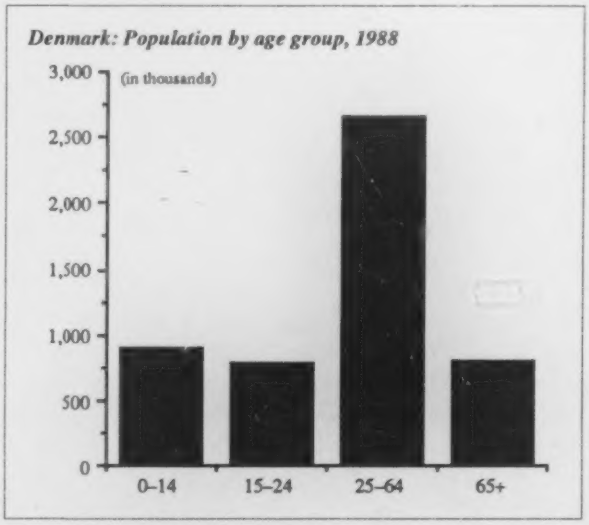
WOMEN ON THE WAY UP

Denmark departs notably from West Germany and the United Kingdom in its broad acceptance of the changing role of women in society. Not only do a higher percentage of women work in Denmark than in West Germany or the United Kingdom, but the Danish public gives these women at work a relatively stronger vote of confidence. In a 1983 OECD survey on the situation of women in European countries, an overwhelming majority of Danes expressed equal confidence in women and men carrying out such traditionally male occupational activities as driving a bus, doctoring, and holding a seat in parliament. Eighty percent of Danes polled expressed such confidence, as compared with only 46 percent of West Germans and 62 percent of the British. A higher percentage of Danes also favored strict equality in sharing household duties than did West Germans or Englishmen—46 percent of Danes as compared with 26 percent of West Germans.

Denmark: Population by age group, 1970–1995



Denmark: Population by age group, 1988



take a quick look at Denmark

POPULATION DATA FOR 1988

Total population | **5,126,000**
Rate of population growth, calendar year 1988 (percent) | **0.1**
Lifetime births per woman (total fertility rate) | **1.5**
Birth rate (births per 1,000) | **11.2**
Death rate (deaths per 1,000) | **11.4**
Population under 15 (percent) | **17.4**
Population aged 65 or over (percent) | **15.5**
Median age | **36.8**
Percent of all women in fertile age group (aged 15–49) | **49.9**
Population density (number of persons per square kilometer) | **119**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **72 / 78**
Infant mortality rate (number of deaths per 1,000 live births) | **7**
Population per physician/per nurse | **420 / 140**
Daily calorie supply per capita (calories per person per day) | **3,547**

Education

Percent literate (male/female, total percent) | **NA / NA, 99**
Enrollment in secondary education as percent of age group (male/female) | **100 / 100**
Enrollment in higher education as percent of population aged 20–24 | **29**

Labor force

Percent of labor force in agriculture/industry/services | **7 / 32 / 61**
Percent of population of working age (aged 15–64) | **67**
Age-dependency ratio | **49**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **74**
Enrollment in secondary education as percent of age group | **100**
Percent of married women aged 15–49 using contraceptives | **63**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **83 / 17**

Population of major metropolitan areas

- Copenhagen | **1,366,000**
- Arhus | **194,000**

Average annual growth in urban areas, 1980–85 (percent) | **0.4**

Average annual growth in rural areas, 1980–85 (percent) | **-2.2**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **11,200**

Unemployment (percent) | **8.3**

West Germany

THE ROCKING CHAIRS

West Germany's consistently falling fertility rate—from about 2.5 children per woman in the early 1960s to the world's lowest level of 1.4 children per woman in 1988—accounts for its disproportionate number of old people.

The world's twelfth most populous country in 1985 will not make the top 20 by 2020 given its chronic population decline. The West German population is expected to decrease from its present 60.9 million to 58 million by the turn of the 21st century and about 46 million 30 years later.

However, the expected decline in absolute population figures is less crucial than the change in the age structure and the proportionate rise in the elderly population. In 1980, the proportion of those aged 60 and over in the population was 18.7 percent.This proportion is projected to rise to 23.7 percent in the year 2000, 28.4 percent in 2020, and 30.5 percent in 2025. Such a change will place an increasing burden on the active population with respect to the cost of social security, health care, housing, and leisure activities for old people.

EASING THE OLD AGE BURDEN THROUGH IMMIGRATION

As its population ages, West Germany will need to find people to do its work. Even if increased robotization in manufacturing replaces some industrial workers, West Germany will need to rely on manual and health-service workers to care for its old. Many new workers are bound to be immigrants. Already, as a result of "temporary" labor migration policies of the labor-short 1960s, West Germany had 4.4 million resident aliens in 1983, of which 1.5 million were Turkish. Yugoslavs came next, numbering 613,000, followed by Italians, numbering 565,000; Greeks, 292,000; Austrians, 172,000; and Spaniards, 166,000.

West Germany's population imbalance will drastically affect consumer activity. Fewer consumers of higher average ages, dwindling household size, and increasing immigrant inflows will alter German buying behavior by the year 2000.

Amid growing anti-immigrant feeling among West Germans, a recent report issued by Liselotte Funcke, the federal commissioner for the integration of foreigners, stated that the employment of foreigners will continue to be a significant economic factor. The report also states that the country's social security system would face serious problems even earlier than has been predicted if there were no foreign workers.

West Germany had the tenth highest immigration rate in the world during the period 1980–85, with about 40,000 migrants per year. Assimilating foreign workers presents a major task. In addition, new government measures to address pension funding, rising health costs, and educational improvement will be required. West German economists predict that maintaining current benefits

*See the July 1983 issue of **International Demographics** for in-depth consumer information about West Germany. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

would mean pushing overall marginal tax rates for many middle-income families above 80 percent.

RETIREES HAVE MORE TO SPEND

West Germany's population imbalance will drastically affect consumer activity. Fewer consumers of higher average ages, dwindling household size, and increasing immigrant inflows will alter German buying behavior by the year 2000. Retired households, on average, will be more educated and have more money than previous German retirees.

Households in West Germany increased from 22 million in 1970 to 25 million in 1981, with average household size dropping from 2.74 persons to 2.46 persons in the same period. One-person households increased from 25 percent to 31 percent of the total from 1970 to 1981.

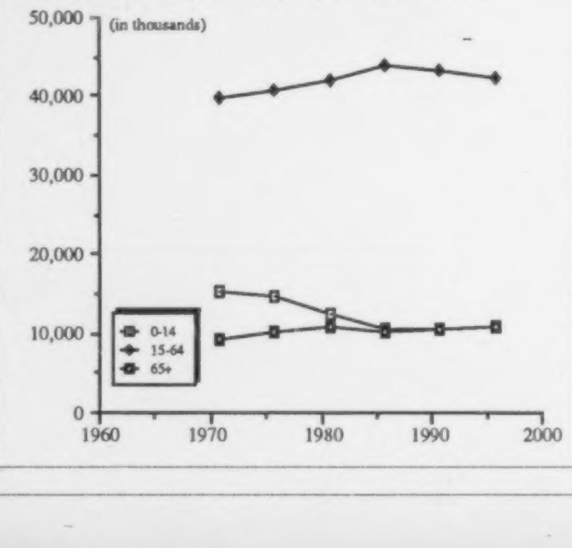
Married-couple households still predominated, however, accounting for 62 percent of West German households in 1981.

GADGET-MANIA

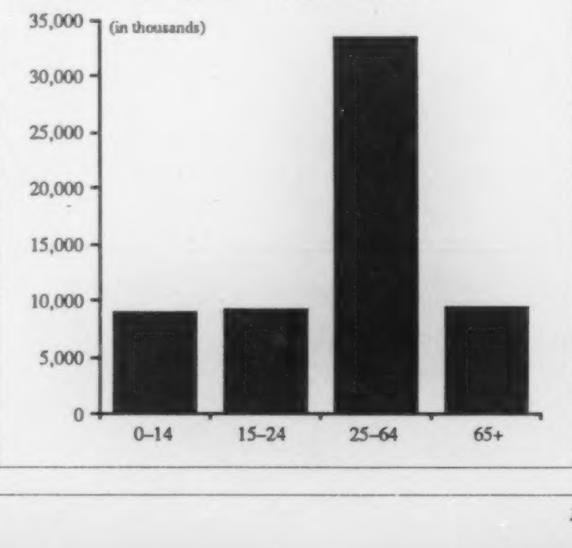
West German GNP per capita is one of Europe's highest. Average monthly household income amounts to about DM3,400, or about $1,395. Disposable income surpasses the equivalent of US$665 in 50 percent of all one-person households, according to a recent study of the Bonn Institute of Economic and Social Policy.

It is not surprising, then, to find that nearly 90 percent of middle-class households own electric coffee machines—or that 97 percent of middle-class West Germans have televisions, 90 percent have telephones, and 96 percent own some kind of camera equipment. With 30 million telephones, only the U.S. and Japan have more telephones than West Germany. Middle-class households spent about 20 percent of their income on food, drink and tobacco in 1981. Another 8 percent went to clothing, 7 percent to household goods, and 5 percent to leisure goods. Almost 50 percent of expenditures were for services. High-income households spent only 14 percent on food and slightly more on leisure.

West Germany: Population by age group, 1970–1995



West Germany: Population by age group, 1988



take a quick look at West Germany

POPULATION DATA FOR 1988

Total population | **60,980,000**
Rate of population growth, calendar year 1988 (percent) | **0.0**
Lifetime births per woman (total fertility rate) | **1.4**
Birth rate (births per 1,000) | **10.6**
Death rate (deaths per 1,000) | **11.7**
Population under 15 (percent) | **14.7**
Population aged 65 or over (percent) | **15.3**
Median age | **38.2**
Percent of all women in fertile age group (aged 15–49) | **48.4**
Population density (number of persons per square kilometer) | **245**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **72/79**
Infant mortality rate (number of deaths per 1,000 live births) | **8**
Population per physician/per nurse | **420/170**
Daily calorie supply per capita (calories per person per day) | **3,474**

Education

Percent literate (male/female, total percent) | **NA/NA, 99**
Enrollment in secondary education as percent of age group (male/female) | **72/76**
Enrollment in higher education as percent of population aged 20–24 | **29**

Labor force

Percent of labor force in agriculture/industry/services | **6/44/50**
Percent of population of working age (aged 15–64) | **70**
Age-dependency ratio | **43**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **52**
Enrollment in secondary education as percent of age group | **76**
Percent of married women aged 15–49 using contraceptives | **NA**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **86 / 14**

Population of major metropolitan areas

- Essen | **7,604,000**
- West Berlin | **1,849,000**

Average annual growth in urban areas, 1980–85 (percent) | **0.1**

Average annual growth in rural areas, 1980–85 (percent) | **-1.8**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **10,940**

Unemployment (percent) | **7.3**

Sweden

THE ROCKING CHAIRS

Having a sizeable elderly population is nothing new to Sweden. As far back as 1960, 17.3 percent of its population was over 60. Only West Germany had a higher proportion of elderly, at 20.2 percent of its population. Now, although West Germany has more senior citizens, Sweden holds the dubious distinction of having the highest proportion of old people in its population of any country in the world. Nearly 22 percent of Swedes in 1980 were over 60, as compared with 19.6 percent of West Germans, 19.3 percent of Danes, and 19.8 percent of British.

FEWER BABIES, MORE OLD FOLKS

Future projections see Sweden aging much like Denmark, with the proportion of those over 60 rising to about 22.5 percent by the year 2000, and then jumping to almost 30 percent of the population by 2025. The proportion of those under 15 will drop sharply from 19.6 percent of the population in 1980 to 15.5 percent by 2000, thereafter leveling off at about the same percent until 2025.

Sweden's population grew steadily but slowly, from about 7 million in 1950 to its 1988 population of about 8.39 million. It is expected to decline from this high to 8 million in the year 2000 and 7.5 million in 2025 because of declining fertility rates. In 1950, total fertility stood at about 2.2 children per woman, just above replacement level. During the period 1970 to 1975, Sweden's fertility rate dipped below replacement level to 1.89 children per woman. The current level of 1.73 children per woman is one of the world's lowest. A return to replacement-level fertility rates is not expected under current socioeconomic and cultural conditions. By the year 2000, the fertility rate is expected to fall slightly to 1.5 children per woman.

Sweden's fertility rate remains way below replacement level despite government policy making it easy for working women to have children. Working women desiring a family in Sweden have one of the most responsive environments in the world today.

> ***Although West Germany has more senior citizens, Sweden has the highest proportion of old people in its population of any country in the world.***

In an effort to remove obstacles preventing couples from having more than one child, Sweden allows working mothers to take 52 weeks of maternity leave—of which 38 weeks are paid at 90 percent of the recipient's salary. The recipient even can be the father if the family decides that it is best for him to stay with the baby and the mother return to work.

HIGH PROPORTION OF ONE-PERSON HOUSEHOLDS

Sweden has the highest proportion of one-person households of all European Community countries. One-person households ac-

*See the November 1983 issue of **International Demographics** for in-depth consumer information about Sweden. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

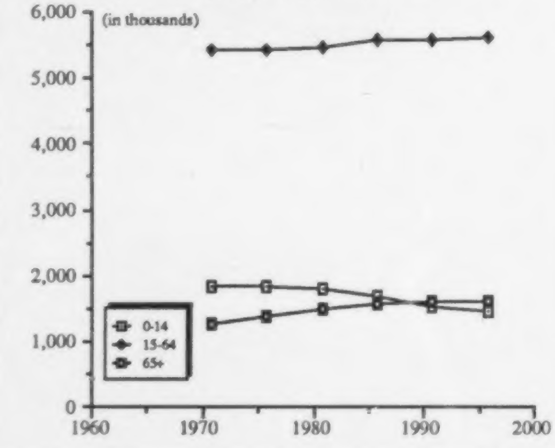
counted for 26 percent of all Swedish households in 1980. Only France (24 percent), Luxembourg (21 percent), and the Netherlands (22 percent) had comparable proportions. Forty-two percent of Swedish households were made up of a couple with children in 1980; 26 percent were made up of childless couples; and 6 percent were single-parent households.

RICHEST IN SCANDANAVIA

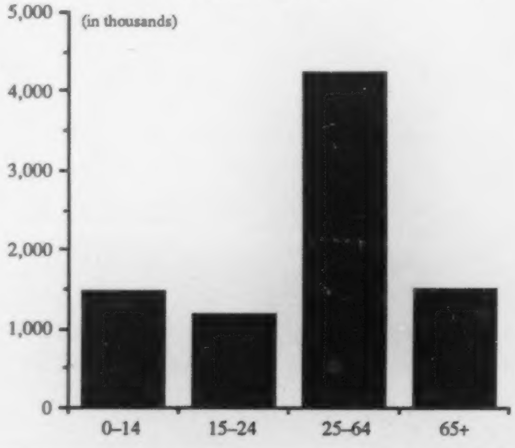
Sweden boasts the highest per capita GNP in Scandinavia and the seventh highest per capita GNP in the world. It comes as no surprise then that in 1980, 68 percent of Swedes owned cars; 67 percent, washing machines; 23 percent, dishwashers; 97 percent, TVs (of which 78 percent were color TVs); 96 percent, refrigerators; and 68 percent, deep freezers.

In 1984, about 25 percent of private consumption expenditures went to purchasing food, beverages, and tobacco. Clothing and footwear took up 7.1 percent of household expenditures; gross rent, fuel, and power, 26 percent; furniture, furnishings, household equipment and operations, 6.5 percent; medical care and health expenses, 1.6 percent; transport and communications, 15.2 percent; recreation, entertainment, and education, 9.5 percent; miscellaneous goods and services, 8 percent; and direct purchases abroad by resident households, 3.7 percent.

Sweden: Population by age group, 1970–1995



Sweden: Population by age group, 1988



take a quick look at Sweden

POPULATION DATA FOR 1988

Total population | **8,393,000**
Rate of population growth, calendar year 1988 (percent) | **0.1**
Lifetime births per woman (total fertility rate) | **1.7**
Birth rate (births per 1,000) | **11.7**
Death rate (deaths per 1,000) | **11.5**
Population under 15 (percent) | **17.5**
Population aged 65 or over (percent) | **17.9**
Median age | **38.6**
Percent of all women in fertile age group (aged 15–49) | **47.3**
Population density (number of persons per square kilometer) | **19**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **74 / 81**
Infant mortality rate (number of deaths per 1,000 live births) | **6**
Population per physician/per nurse | **410 / 100**
Daily calorie supply per capita (calories per person per day) | **3,097**

Education

Percent literate (male/female, total percent) | **NA / NA, 99**
Enrollment in secondary education as percent of age group (male/female) | **79 / 88**
Enrollment in higher education as percent of population aged 20–24 | **38**

Labor force

Percent of labor force in agriculture/industry/services | **6 / 33 / 62**
Percent of population of working age (aged 15–64) | **65**
Age-dependency ratio | **55**

STATUS OF WOMEN

Labor force participation rate (percent of women 16–64 in the labor force) | **79**
Enrollment in secondary education as percent of age group | **88**
Percent of married women aged 15–49 using contraceptives | **64**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **83 / 17**
Population of major metropolitan areas
  Stockholm | **1,420,000**
  Goteborg | **699,000**
Average annual growth in urban areas, 1980–85 (percent) | **0.2**
Average annual growth in rural areas, 1980–85 (percent) | **-0.3**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **11,890**
Unemployment (percent) | **2.8**

United Kingdom

THE ROCKING CHAIRS

Since 1971, the population of the United Kingdom has remained fairly constant, hovering around 56 million. Slow growth is projected up to the end of the century, from 56.9 million in 1986 to 57.7 million in 2001 because of a rise in births until the mid-1990s followed by a fall in births. However static the total, the age structure of the population will continue to undergo important changes, with the proportion of children under 15 falling and the proportion of those over 60 rising.

Aging is nothing new to Britain. Since 1951, the number of elderly has grown by over 2 million. The proportion of those over 60 increased from 16.8 percent of the total population in 1960 to 19.8 percent in 1980. Although the aging of Britain will continue, it will slow considerably, with the proportion of those over 60 growing to only about 20 percent of the total population by the year 2000.

Within the elderly, the balance of different age segments is expected to change dramatically. The proportion of those aged 65 to 74 is expected to decrease from 57 percent of those aged 65 and over in 1984 to 53 percent by the year 2001, while the proportion of those aged 85 and older will jump from 8 percent of the elderly in 1984 to 11 percent in 2001. As those aged 85 and older lead more restricted lives than their more youthful counterparts, serious problems will arise for health care providers.

POSTWAR ELDERLY INCOME TRIPLES

Not only are there more elderly people in the U.K., but they have more to spend. Disposable income per household head aged 65 or over nearly tripled since 1951 in real terms, as compared with an increase of only two-thirds for those below pension age. Income per head has risen from about 40 percent to 70 percent of non-pensioners.

> ***Aging is nothing new to Britain. Since 1951, the number of elderly has grown by over 2 million.***

Pensioners' incomes are made up of national insurance (NI) pension, occupational pensions, and income from their own savings and investments. Most elderly people qualify for NI, and a majority retire with a pension from their current or previous employer. The growing value of NI and occupational pensions as compared with average take-home pay combined with housing and disability benefits has put more pounds in the pockets of the retirees relative to non-pensioners. Prime minister Thatcher's third term reductions in social funding, however, may change this relationship.

The younger a pensioner is, the more likely he or she is to have extra pounds to spend.

*See the April 1983 issue of **International Demographics** for in-depth consumer information about the United Kingdom. Back issues are $16 each and are available by calling toll free, 800-828-1133; in New York call 800-462-8686.*

Of those aged 60 and over, the youngest—those in the age groups 60 to 64 and 65 to 69—tend to be better off than those 75 and over. This distinction is largely because those British in their mid to late 60s may still be participating in the workforce (particularly in a part-time capacity) or they may have occupational pensions. In 1982, average disposable weekly income for those aged 60 to 64 was 96 pounds and 86 pounds for those aged 65 to 69, compared to 78 pounds per week for those 75 and over. Of the non-married, men consistently had more to spend than women. For all British of pension age, men had 55 pounds per week in 1982; women had 49 pounds per week.

MORE BRITISH LIVE ALONE

Going it alone, whether by choice or out of necessity, is a lifestyle more and more British are taking up. One-person households jumped from 17 percent of all households in 1971 to 25 percent in 1984. And, although the proportion of the elderly living alone does rise steadily with age, this jump was not solely caused by greater numbers surviving into old age as widows and widowers. The proportion of those 16 to 24 and 25 to 44 living alone more than doubled over the same period.

In 1984, 3.4 percent of those aged 16 to 24 lived alone, as compared to only 1.5 percent in 1973. For those aged 25 to 44, 5.4 percent lived alone in 1984, up from 2.4 percent in 1973. Of those aged 65 to 74, 28 percent lived alone. Of those over 75, nearly half lived alone.

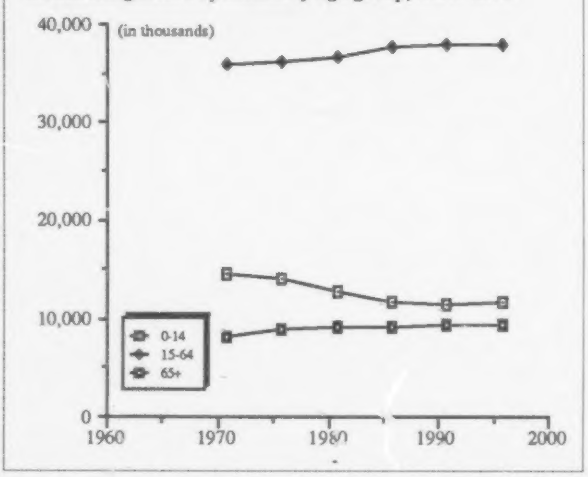
Average household size has fallen dramatically since the 1960s, from an average of 3.09 people per household in 1961 to an estimated 2.59 in 1984. Between 1971 and 1981, the total number of households increased by about 7 percent, while the population increased only 1 percent.

LEISURE TIME

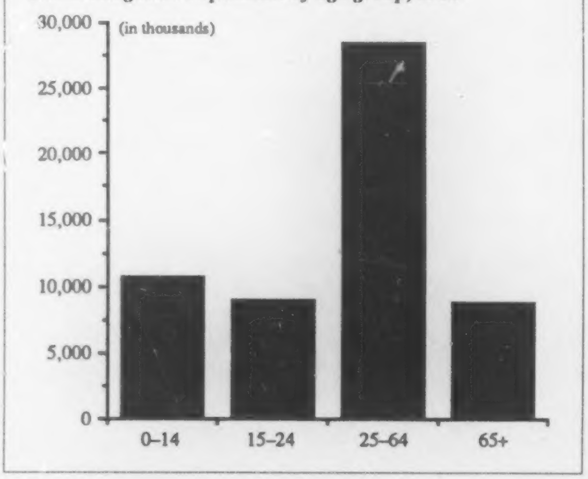
In 1985, retirees in the U.K. spent an average of 49.8 hours a week on essential activities such as shopping, eating meals, etc., 60.2 hours sleeping (compared to a worker's 57 hours), and 58 hours on free-time activities, according to the General Household Survey. Retirees had about four times the free time of an average worker, and about twice that of an average housewife.

Of home-based activities for women, 32 percent listened to tapes and records, 37 percent gardened, 44 percent did needlework and/or knitting, 13 percent did home repairs, and 59 percent read books. Of home-based activities for men, 40 percent listened to records or tapes, 59 percent gardened, 39 percent did house repairs, and 51 percent read books.

United Kingdom: Population by age group, 1970–1995



United Kingdom: Population by age group, 1988



take a quick look at the United Kingdom

POPULATION DATA FOR 1988

Total population | **56,936,000**
Rate of population growth, calendar year 1988 (percent) | **0.2**
Lifetime births per woman (total fertility rate) | **1.8**
Birth rate (births per 1,000) | **13.4**
Death rate (deaths per 1,000) | **11.8**
Population under 15 (percent) | **18.7**
Population aged 65 or over (percent) | **15.5**
Median age | **35.5**
Percent of all women in fertile age group (aged 15–49) | **48.2**
Population density (number of persons per square kilometer) | **233**

SOCIAL INDICATORS

Health

Life expectancy at birth (number of years, male/female) | **72/78**
Infant mortality rate (number of deaths per 1,000 live births) | **9**
Population per physician/per nurse | **1,991/120**
Daily calorie supply per capita (calories per person per day) | **3,131**

Education

Percent literate (male/female, total percent) | **99/99, 99**
Enrollment in secondary education as percent of age group (male/female) | **84/87**
Enrollment in higher education as percent of population aged 20–24 | **20**

Labor force

Percent of labor force in agriculture/industry/services | **3/38/59**
Percent of population of working age (aged 15–64) | **66**
Age-dependency ratio | **52**

STATUS OF WOMEN

Labor force participation rate (percent of women 15–64 in the labor force) | **56**
Enrollment in secondary education as percent of age group | **87**
Percent of married women aged 15–49 using contraceptives | **83**

URBANIZATION

Percent of total population in urban and rural areas (urban/rural) | **92 / 8**

Population of major metropolitan areas

Greater London | **9,442,000**

Manchester | **4,151,000**

Average annual growth in urban areas, 1980–85 (percent) | **0.2**

Average annual growth in rural areas, 1980–85 (percent) | **-1.8**

ECONOMIC INDICATORS

Annual per capita GNP (US$) | **8,460**

Unemployment (percent) | **11.5**

Appendix A.

List of 150 Countries and Where They Fit in International Demographics Clusters

Cluster Key:

1

THE DEPENDENTS

2

THE SEEKERS

3

THE CLIMBERS

Afghanistan	1
Albania	3
Algeria	1
Angola	1
Argentina	4
Australia	4
Austria	4
Bahrain	2
Bangladesh	1
Barbados	3
Belgium	4
Benin	2
Bhutan	1
Bolivia	1
Botswana	2
Brazil	3
Bulgaria	4
Burkina Faso	1
Burma	2
Burundi	1
Cameroon	2
Canada	4
Central African Republic	2
Chad	1
Chile	4
China	3
Colombia	3
Comoros	2
Congo	1
Costa Rica	3
Cuba	3
Cyprus	3
Czechoslovakia	4
Denmark	5
Dominican Republic	3
East Timor	1
Ecuador	2
Egypt	2
El Salvador	1
Equatorial Guinea	1
Ethiopia	1
Fiji	3
Finland	4
France	4
Gabon	2
Gambia	1
Germany, East	4
Germany, West	5
Ghana	2
Greece	4
Guadeloupe	3
Guatemala	2
Guinea	1
Guinea-Bissau	1
Guyana	3
Haiti	2
Honduras	1
Hong Kong	4
Hungary	4
Iceland	4
India	2
Indonesia	2
Iran	1
Iraq	2
Ireland	4
Israel	4
Italy	4
Ivory Coast	2
Jamaica	4
Japan	4
Jordan	1
Kampuchea	1
Kenya	1
Korea, North	3
Korea, South	3
Kuwait	2

4

THE ULTIMATE CONSUMERS

5

THE ROCKING CHAIRS

Lao People's Democratic Republic	1
Lebanon	3
Lesotho	2
Liberia	1
Libya	1
Luxembourg	4
Madagascar	2
Malawi	1
Malaysia	2
Mali	1
Malta	3
Martinique	3
Mauritania	1
Mauritius	2
Mexico	3
Mongolia	2
Morocco	1
Mozambique	1
Namibia	1
Nepal	1
Netherlands	4
New Zealand	4
Nicaragua	2
Niger	1
Nigeria	1
Norway	4
Oman	1
Pakistan	1
Panama	3
Paraguay	2
Peru	3
Philippines	3
Poland	4
Portugal	3
Puerto Rico	3
Qatar	2
Reunion	3
Romania	4
Rwanda	1
Saudi Arabia	1
Senegal	1
Sierra Leone	1
Singapore	4
Somalia	1
South Africa	2
Spain	4
Sri Lanka	2
Sudan	1
Surinam	2
Swaziland	1
Sweden	5
Switzerland	4
Syria	2
Taiwan	3
Tanzania	1
Thailand	3
Togo	1
Trinidad and Tobago	3
Tunisia	2
Turkey	3
Uganda	1
United Arab Emirates	2
United Kingdom	5
Uruguay	4
USA	4
USSR	4
Venezuela	3
Vietnam	2
Yemen Arab Republic	1
Yemen, People's Democratic Republic	1
Yugoslavia	4
Zaire	1
Zambia	1
Zimbabwe	1

Appendix B

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